

Southwest

NOVEMBER

1937

20
CENTS

BUSINESS

Published at Dallas in the interest of the Southwest since 1922



Growth

How Dallas has grown these past seven years, and how Dallas compares with Houston in population and commerce. A new and factual survey.

Advertising

Matthew S. Sloan tells how a great railroad is selling Texas to the nation. Frank N. Watson says Dallas must "carry on" after the exposition epoch.

Boom

Jeff Bell and Charles Roster tell what the combination of water and oil is doing for Corpus Christi, where the depression forgot to call.

Next Month

Dallas' merchandise warehouses ... Field Street opening ... El Paso's Sun Carnival ... industrial review and manufacturers' directory

Dennis Hayes Photo



STOP More Passers with SPOTLIGHTS!

Window Display by
Guy Malloy
Neiman-Marcus Co.

"Phone 2-9321



... and let ME do it for
you, sir! The SCIENCE OF
SEEING is so closely in-
volved with the SCIENCE
OF SELLING that 'foot-
candles' of glareless light
have become your cheap-
est sales aid. I'll gladly
send one of our Lighting
Engineers to help you
solve your problems if
you'll just telephone me
on Station 368!"
says Reddy Kilowatt
Your Electrical Servant

IT'S THE "STOPPING POWER" of display windows that determines their sales value. Although average windows only attract from 1 to 4 per cent of the passing pedestrians, this average CAN BE INCREASED SUCCESSFULLY to as much as 20 PER CENT.

People follow their eyes—and when you STOP the flight of those eyes by SPOTLIGHTING merchandise with concentrated light to illumination levels higher than that of surrounding areas, you have STOPPED THE PASSERBY—and given your displays the opportunity to DELIVER their sales messages.

Call in your electrical contractor NOW, and have him increase the "Stopping Value" of your windows with modern reflectors, spotlights, color-floods, etc.—BEFORE the Holiday buying season gets under way.

DALLAS POWER & LIGHT CO.

What **LIGHT** Has Done for Others
Can Do FOR YOU!



GIANTS IN "VALUE RECEIVED" PER DOLLAR OF COST

In a Pennsylvania, you're buying more than a mere circlet of rubber and fabric. You're buying thousands of safe, trouble-free miles! You're getting the result of modern design and the fine craftsmanship—the finest money can buy—a happy blend of lithe beauty, rugged stamina, quiet smoothness, super traction and road-gripping safety.

* Change to Pennsylvanias, and get that much more value for your money!

WARE RUBBER CO., INC.

Dallas Tire Distributors Since 1910
2101-3 Commerce Street Phone 2-5705
DALLAS

* We make liberal trade-in allowances for your old tires.

Fine Craftsmanship in Rubber

Volume 16 November, 1937 Number 10

Southwest BUSINESS

Established 1922

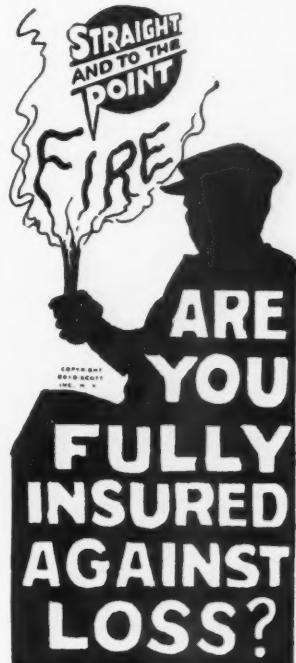
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THE DALLAS CHAMBER OF COMMERCE
in the Interest of the Great Southwest

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INSURANCE

for ACTION SEE
A.C. PRENDERGAST & CO.

PHONE 2-3359
PHONE 7-8261

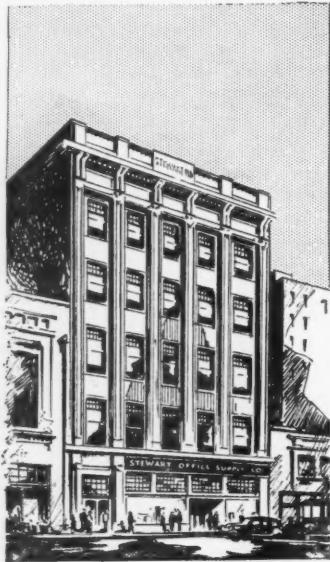
Fifteenth Floor
REPUBLIC BANK BUILDING

"46 Years in Dallas"

J. W. LINDSLEY & CO. REALTORS

Our 46 years experience
in handling Real Estate
in Dallas enables us to
give quick and efficient
service in filling your
needs.

We Specialize in Industrial Property
1209 Main St. • Phone 2-4366



In Appreciation

IN the celebration of the silver anniversary of our business, we pause to acknowledge our obligation to those who have made our progress possible. Their interest has permitted us to establish the Stewart Office Supply Company, and ourselves, in the life of Dallas.

Our gratitude is simple and sincere, and we guide our business toward its golden anniversary confident that the coming years hold promise for all whose desire is to serve well.

W. Neill Stewart

PRESIDENT

STEWART OFFICE SUPPLY CO.

Stewart Building . . 1521-23 Commerce Street
Dallas



Southwest BUSINESS

VOLUME 16

NOVEMBER, 1937

NUMBER 10

Dallas Leads in Population Gains

DALLAS has the largest native white population of any city in the Southwest. In population growth since 1930, according to the most authentic recent estimates, Dallas ranks first among the major cities of the Southwest. Dallas' effective buying power per capita is greater than that of any other city west of the Mississippi River. And Dallas exceeds all other cities of the Southwest in retail sales, in wholesale business, in banking business, in number of manufacturers and in value of their output.

These and other pertinent facts have been developed in a "new vision survey" of the city's growth and importance which the Dallas Chamber of Commerce has been making for use in an enlarged program of activity for its industrial department.

Rivalry between cities often results in "ballyhoo" and wild claims which reflect no credit upon anyone. For that reason the Dallas Chamber of Commerce has held to the policy of making no comparisons disparaging to other cities. This policy was modified last month to the ex-

tent of comparing all available indices of Dallas' growth and business dominance with similar statistics for Houston.

To a large degree this is a compliment to Houston. The Houston ship channel and the oil fields of Harris County have combined to give Houston unusual development and progress during the past decade. Houston residents have shown unusual ability as "home town boosters," with the result that in some instances Dallasites have developed a "Houston complex." It was to remedy this situation, to give Dallasites the facts about their own city's growth and achievements, and not to disparage Houston's achievements, that the Dallas Chamber of Commerce resorted to comparisons with Houston.

Estimates of population for the Dallas and Houston urban areas were made by the same analytical experts, working for the same employer. That employer is basing big expenditures in both cities on the results of those surveys. The firm for which the population estimates and other data were worked up would not permit the use of its name, but it made the find-

Lloyd M. Long

Survey Shows City Ahead in Business and Buying Power

ings of its survey available to the Chamber of Commerce.

Houston's urban population was estimated at 370,000.

Dallas' urban population was estimated at 350,000.

Both estimates were made on the same basis, and the urban areas of both cities were defined in the same manner.

In the 1930 Census, Dallas and the adjoining, contiguous cities of Highland Park and University Park had a combined population of 273,097. Houston had a population of 292,352. Comparing the 1937 population estimates against the 1930 Census totals, it is found that *Dallas has had a population growth of 28.2 percent*, while Houston's population gain has been 26.5 percent.

The 1930 Census also revealed that the populations of Dallas and Houston were divided as follows:

Dallas	1930 Census Figures	Houston
80.6%	Native white population	69.6%
2.45%	Foreign born white	3.9%
14.7%	Negro	21.7%
2.16%	Mexican	4.8%

If these percentages still hold in the 1937 population estimates, *Dallas' native white population totals 282,100* against a native white population in Houston of 257,520. On the basis of the 1930 Census percentages, the Negro population of Houston today would be 80,290, against a Negro population of 51,450 in Dallas.

Population, in order to create a great city, must have purchasing power. *Sales Management's* annual survey, published earlier this year, ranked Dallas as fourth city in the nation in effective buying income per family, with a per family rating of \$3,584. Fort Worth was ranked sev-

(Continued on page 34)





After the Expositions...What?

By FRANK N. WATSON*

A DOZEN khaki clad buglers sounded taps. Searchlights played on the rippling folds of the green, white and yellow banner of Pan America as it slowly fluttered down its flag pole. The myriad lights in a score of great buildings were slowly dimmed. The band struck up "Auld Lang Syne." An international exposition was over.

And so at midnight, October 31, the Greater Texas and Pan American Exposition ended. Its close marked the end of the exposition epoch for Dallas—an era which will be forever remembered and discussed by Dallas people as the years pass by. It has been two years of maximum endeavor on the part of patriotic Dallas people, ranking from executives of great commercial and industrial or-

ganizations down to the humblest citizens, for the purpose of putting Dallas on the map of the United States and making Dallas known to the entire world. Dallas people proved during the exposition their pride in Dallas and belief in the future of their city. And now Dallas must consider plans for the future!

Since the spring of 1936, when the promotion and publicity machinery of the Texas Centennial Exposition commenced grinding out its grit, the name of Dallas has been dangled enticingly before the eyes of a nation. Dallas has been blazoned on bill boards, extolled in national magazines, discussed over vast radio hookups, paraded by expeditions in special trains, exploited in motion pictures, given page one space in the news columns, and boomed with full pages in the advertising columns of the nation's newspapers.

This promotion, publicity and exploitation has cost money since it has been

an organized, continuous and intensive effort since the Texas Centennial Exposition of 1936 first commenced its preliminary operations a year before its actual opening in June of that year. Everybody in America who can see or hear should have learned something about Dallas through public print or over the air waves during the past couple of years.

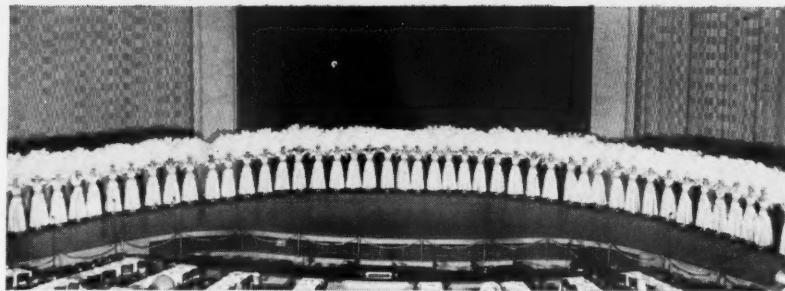
This promotional effort on behalf of Dallas brought some 10,000,000 people to the twin expositions and to Texas. These visitors are those who actually spent their money, used their energy and took their time to visit these two great international shows. Many hundreds of thousands of people, who did not visit the expositions, visited Texas. Millions more who could not come on the set dates have been actively interested in Texas. Daily to the exposition offices came, and are still coming, inquiries from Benin, Bengal and Baltimore, from every section of the United States and from every imaginable

*EDITOR'S NOTE: Mr. Watson has been at the center of activities during what he describes as Dallas' "exposition epoch." He was promotion director for the Texas Centennial Exposition, and has served the Greater Texas and Pan American Exposition as assistant director general.

quarter of the globe. They have heard about Dallas. They have heard about Texas. They wish to know more concerning both the city and the state. Some are merely casually curious. Some wish to make homes in Dallas or in Texas, to acquire farm lands in the state, to establish businesses or build factories in the one part of the country which offers outstanding opportunity and promises consistent progress.

This much the two expositions have done for Dallas, besides establishing an increased era of prosperity which, certainly during the late months of 1935 and during the year 1936, placed Dallas

Two expositions have brought Dallas new experiences in entertainment, a new sense of accomplishment, a broadened civic outlook. The significance of the two ventures in showmanship probably will assume greater proportions as time passes. Here are random scenes from this year's international show; at the right, top, is the memorable precision line from the Pan American Casino



in the van of America's march to recovery.

The Texas Centennial Exposition did not have any advertising appropriation. Its promotion was based upon articles in newspapers and magazines throughout the country, radio programs, direct-by-mail advertising, servicing of news photos, special excursions by train or automobile to various sections of the country, posters, placards, and the close coöperation of railroads, bus lines, oil companies, and various travel agencies whose interests in promotion were similar. The Texas Centennial Exposition made the ten gallon hat a symbol of Texas throughout America, it caused a vogue for Bluebonnet blue as a style color, it scattered pretty girls in Western garb throughout the country to advertise the great Texas birthday party centering in Dallas. It taught Texas history to America. It told the world of Texas industrial resources and Dallas business opportunities.

\$4,000,000 Worth of Advertising

That the material sent to newspapers and magazines was considered newsworthy is evidenced by the fact that the Centennial Exposition's files contain clippings representing 2,511,258 column inches of space which, according to Standard Rate Service listings would have cost \$3,753,429.20 as paid advertising. The Texas Centennial Exposition followed the example of the Century of Progress at Chicago during its two years experience, and all previous expositions in depending upon straight publicity to awaken the Nation's interest. A similar plan, I understand, has been adopted by the Golden Gate Exposition at San Francisco and the great New York Exposition for 1939, both now in their promotional stages.

The Greater Texas and Pan American Exposition adopted a different campaign method. It conducted an intensive advertising campaign backed up by a publicity department. No actual clipping service was kept for the major part of the Exposition, but that the advertising proved effective is evidenced by returned coupons from all parts of the world. Radio was intensively used in both expositions. The Texas Centennial Exposition was given 3,540 programs on the air. The ad-

vertising value of such programs, had they been paid for in cash, would have amounted to \$657,900 for air time alone. The Pan American Exposition paid for considerable radio time and much more was given the enterprise by stations and business concerns interested.

Intensified Promotion

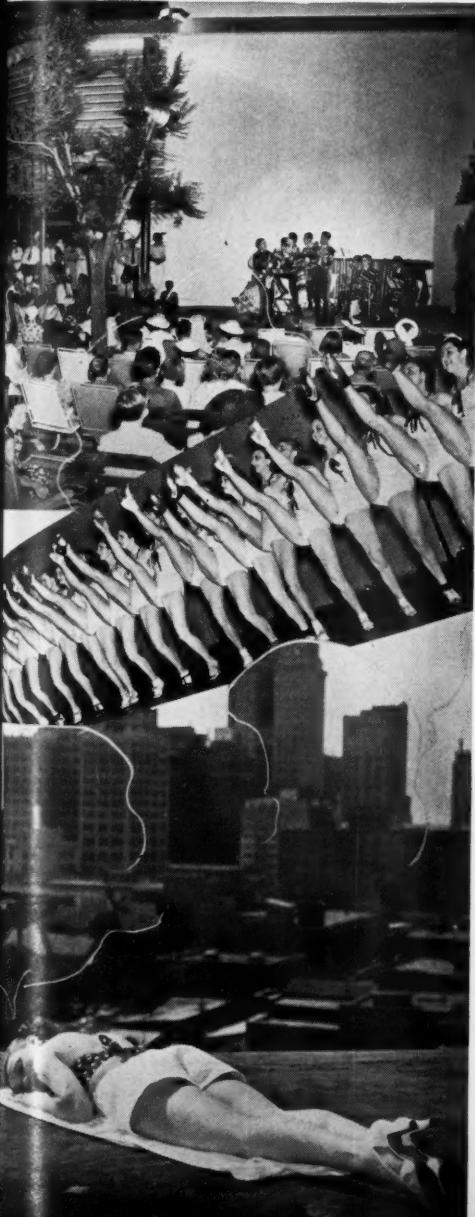
Direct-by-mail advertising played an important part in the publicity of both expositions. In 1935 and 1936, 6,000,000 pieces of publicity material in the form of pamphlets, booklets, etc., were mailed by the Texas Centennial Exposition to every part of the United States. This effort was continued through the Pan American period, although to a lesser degree.

This brief glimpse at the publicity and promotion machinery of the two expositions is given merely to emphasize the fact that with the closing of the gates of the Greater Texas and Pan American Exposition, intensified promotion of Dallas will cease, except, of course, for the splendid year in, year out work of the Chamber of Commerce, the results of whose excellently organized work are evident in the continued growth and prosperity of the city.

The impetus given by two great international expositions toward the upbuilding of Dallas should not be permitted to wane. Millions have been spent in the construction of a wonderful Exposition Park, the buildings of which are mostly permanent. Out of our expositions has arisen a great Civic Center which, with the State of Texas Building, the Dallas Museum of Fine Arts, the Museum of Natural History, the only Aquarium in this part of the country, the Horticultural Building, Hall of Natural Resources and other majestic structures present a vital asset toward the cultural leadership of Dallas throughout the Southwest. I think that Dallas should properly exploit its great Civic Center, of which every citizen may be justly proud, and which in some part may be credited to the exposition movement of the past few years.

Back in 1928 the Industrial Dallas campaign was launched. Between its inception and its wane in 1931, this campaign did a tremendous amount of good

(Continued on page 17)



Selling Texas Opportunities AND UNMEASURED RESOURCES

By MATTHEW S. SLOAN
President, Missouri-Kansas-Texas Railroad

TEXAS is big—in size and spirit, in opportunity and income. Texas is on the move and the Katy, in appreciation of these facts, is attempting to accelerate that movement.

Many inquiries have come to me personally, and to our offices, concerning the reasons for the launching of our present Texas advertising campaign and for the motives behind such advertising.

Anyone whose business brings him in touch with present Texas development and who has any familiarity with what has gone on before must be impressed by present conditions in the Lone Star State. Not alone Texans, but people from other sections of the country recognize the stirring history of the past and if they possess any capacity for visioning the future they must be impressed with the present pre-eminence of Texas in all that goes to the making of a great state, and must visualize its outstanding possibilities for the future. It was in this spirit of admiration of the Texas that is, and faith in the Texas that is to be, that the Katy conceived its effort to "tell the world" about Texas.

Good Response

In launching this advertising campaign, unique in its conception and objectives, the Katy struck a responsive chord. The reception that the advertisements so far published have met has been quite overwhelming. From business men, bankers, industrialists, oil and gas producers, refiners, cotton growers, livestock men, and from the press have come the most glowing comments on the Katy's enterprise.

The response from the press has been particularly impressive because of the fact that the \$50,000 and more which the Katy is spending to advertise the existent prosperity and present prospects of Texas, not one cent is being spent with the newspapers and other periodicals of the state—it is all being spent with outside publications; business journals of nationwide circulation. The Texas press, so far as this campaign is concerned, stands to profit from this effort merely as the Katy itself stands to profit—only indirectly. So the words of praise that have come to the Katy from Texas newspapers are greatly appreciated.

Surprise has been expressed that the Katy should engage in such a campaign—to advertise Texas prosperity, resources and opportunities rather than to advertise our own railroad. But even if the campaign is unique, it should occasion no surprise. The Katy railroad is a Texas institution. It was the first railroad to bring its rails from northern commercial and manufacturing centers into the state, and to open up the vast markets of the north and east to Texas and its products. More than half of the mileage of the Katy is in Texas; taxes paid by the Katy and Katy employees help support the schools, the local and state governments, all the splendid institutions of this great state. So this rather exceptional advertising campaign was not quixotic nor a mere gesture. On the contrary, it was an action born of intelligent self interest. The Katy has a great stake in Texas and fully recognizes the fact that as Texas prospers it, too, will prosper.

What is seeking to be done by these ads is to impress business interests in other parts of the country with the fact that Texas right now has money and is on the way to get a lot more of it. In telling this story the purpose has been to present it in as great detail as the plan adopted would permit. To say it in the annual production of cattle, sheep, hogs and other livestock, expressed in dollars and cents; in wheat, corn and other feed products and what they mean in coin; in King Cotton and what his reign signifies, not only to the state, but to the world; in citrus fruit and other orchard products and what their production means to the producers. We are seeking to emphasize the fact that right now Texas is an attractive market for all kinds of business and is daily becoming better. As the state's unmeasured resources (and unmeasured is not too strong a word) are further developed, Texas will be an ever increasing profitable market.

Texas is a good place for capital seeking investment to come. Almost every inducement is there—climate, low cost fuel, abundant labor, and ample transportation facilities.

The production of oil and gas is so

abundant that the county without one or the other is becoming a novelty. Industrial output is only in its infancy, and it is difficult to estimate the opportunities awaiting the industrialist.

This is the story the Katy is telling in seven of the country's leading business publications. A study of this series of advertisements will, I think, disclose that the story is being told attractively and forcibly.

Texas Spells Opportunity

Perhaps the story cannot be presented further in any better fashion than through excerpts from the advertisements themselves:

Its size, diverse climate and wide variety of soil types make Texas a leading agricultural state—with only three-fourths of its tillable acreage under cultivation! Here in Texas is the farming frontier of America . . . millions of acres yet to be cultivated . . . millions of dollars to be wrested from rich Texas soil.

But agriculture is not the only big Texas industry by any means. The value of Texas mineral production, including oil and natural gas, totaled approximately \$580,000,000 last year, livestock industries brought \$235,000,000, the Texas lumber industry annually turns out products valued between \$40,000,000 and \$45,000,000.

Texas spells opportunity for American business—a new and growing market—that will justify the establishment of factories, distribution branches and warehouses. Metropolitan cities at local points supply the agricultural and mineral areas with the goods they need, and serve them with banking and transportation support for their outgoing products. The labor situation is most favorable—fuel, including natural gas, is available everywhere at minimum rates.

Cattle sales brought about \$60,000,000 to Texas in 1936. Each year approximately two million head of cattle move to market. Pasture land in Texas equals the farm acreage of sixteen other states. Big as the cattle industry is, it is but one of big Texas' big industries.

Texas development is past the experi-

mental state—but there is still time to ride the big rise. Population increased 25% in the past ten years—natural resources, almost limitless in scope, have scarcely been tapped—productive farm lands total 137,597,389 acres, yet less than three-fourths of the tillable acreage is under cultivation.

Last year Texas farm income, including livestock, exceeded \$619,000,000. The corn crop was valued at \$53,000,000; wheat, \$18,000,000; grain sorghum, \$25,000,000; cotton, \$217,000,000; oats, \$8,500,000; rice, \$8,800,000; vegetables, fruits and nuts, over \$33,000,000; other miscellaneous crops brought comfortable incomes to thousands of Texas farmers.

The oil wells of Texas—73,000 of them—supply about 40% of the petroleum produced in the United States today—and hundreds of thousands of acres of potential oil land are yet to be explored. Scientists estimate that nearly 50% of this country's oil reserves lie under Texas soil.

Oil Furthers Progress

Oil has contributed in many ways to the progress of Texas. Leases, bonuses, royalties and rentals have added millions of dollars to the incomes of Texas farmers, ranchers and other property owners. Money from oil has made possible many of the great endowments that have stimulated the civic and cultural advancement of Texas.

The average Texas cotton crop covers about 12,000,000 acres and provides a livelihood for more people than any other one Texas industry. It is the most valuable crop grown in Texas and the greatest single crop grown in any one state. The total 1936 Texas cotton crop was valued at \$217,018,000.

Decentralization and movement towards sources of raw material are bringing new industries to Texas. Industries using cotton and wool are moving to the country's biggest source of these two manufacturing staples. Vast resources of lumber, oil, sulphur, clay and construction materials are attracting other industries to the Lone Star State. Natural gas and other fuels, widely available at low cost, provide an important advantage to all manufacturers. The labor situation is favorable; living conditions pleasant; and recreational opportunities unlimited.

\$2,500,000,000 Income

Two and one-half-billion dollars is big money, but that's the average annual spendable income of Texas. Opportunities for sales activities are numerous and favorable because people here have money to spend.

Manufacturing has increased rapidly during recent years and Texas factories annually turn out products valued at well over a billion dollars. The progress and advancement of Texas have been remark-

able, but the real development has only begun. There is still plenty of opportunity for business and industry to profit from the rapid growth of this great Southwestern market.

Texas offers many advantages that are attracting industry. Abundant raw materials—cotton, wool, mohair, fruits and vegetables, grain, packing house products. Plentiful natural resources—low cost fuel, the world's largest petroleum production, building materials, (brick and tile clays, granite, marble, and other stone and hard and soft wood timber). An increasing market—building permits for 1936 more than doubled those of 1935. Labor conditions are favorable, living

costs are lower, the climate is moderate and neighbors are friendly.

Transportation facilities, so important to the growth and development of any section, are excellent. Texas has more miles of railroad track than any other state in the nation—16,660 miles of railroads interlace Texas cities and towns.

The Katy has served Texas since 1872 and is proud of the part it is playing in the development of Texas and the Southwest. It operates fast, convenient, dependable schedules of thoroughly modern passenger and freight trains that link principal Texas cities with metropolitan centers of the North and East.



Plant Your Business Effort in TEXAS... a growing market

TEXAS is prosperous. Last year farm income, including live stock, exceeded \$619,000,000.

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Texas has made great strides during the past few

years but the real development has only begun. Manufacturers in search of new outlets, sales managers trying for increased sales, distributors desirous of speeding up deliveries and reducing transportation costs are turning to Texas, for here is a lively, growing market where sales efforts are bringing bumper crops of profits.

Good transportation facilities are necessary to the growth of any territory and the Katy is proud of the important part it is playing in the development of the Southwest. The Katy serves this section of the country with fast, convenient, dependable and thoroughly modern passenger and freight trains, linking principal Texas cities with Northern and Eastern metropolitan centers.

As part of its progressive and constructive policy the Katy maintains an Industrial Department which will supply definite information about opportunities in Texas. All inquiries are handled in strict confidence. Write the Industrial Development Department, Missouri-Kansas-Texas Lines, St. Louis, Mo. or Dallas, Texas.



PIONEER RAILROAD OF THE SOUTHWEST

Oil Men Talk Taxes

TAXATION as it affects the development and the prosperity of Texas' biggest industry—the petroleum interests—was the theme of the annual convention of the Texas Mid-Continent Oil and Gas Association in Dallas October 29 and 30.

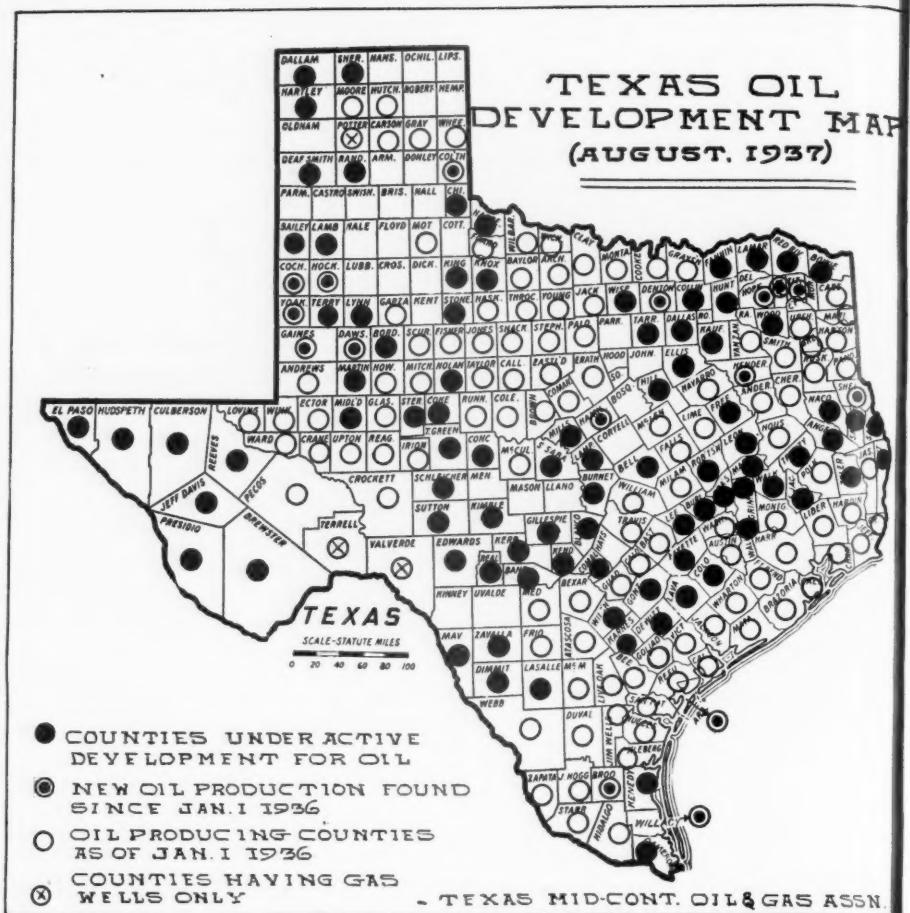
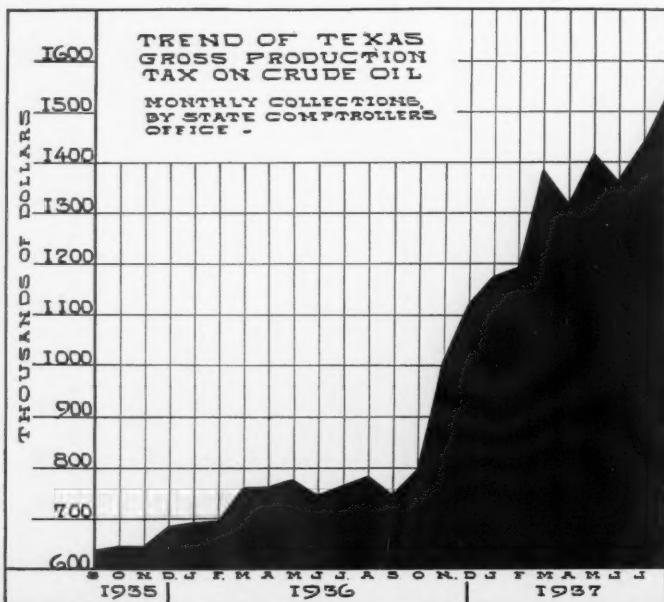
Matthew S. Sloan, chairman of the board and president of the Missouri-Kansas-Texas Railroad, was one of the principal convention speakers. His subject was "The Influence of the Oil Industry Upon the General Economic Welfare of Texas." Other addresses dealt principally with taxation and the technical problems of the industry. Jake L. Hamon of Dallas, president of the association, was general chairman of the convention.

Excerpts from the association's brief on taxation, which was emphasized in the report of J. C. Hunter, chairman of the special tax committee, follow:

Texas oil producers are paying this year in state and local taxes a total of more than 42 million dollars, or an average of 8.5 cents per barrel.

The state, exclusive of local ad valorem levies, collected from Texas oil producers in the fiscal year ending August 31, 1937, over 22 million dollars, which is an increase over last year of more than seven million dollars.

With the trend of demand for Texas crude oil definitely upward, it is apparent that the state's tax revenue from oil pro-



duction in 1939 will have shown an increase over 1936 of nearly 12 million dollars.

Gross production tax collections on Texas crude oil have shown an increase during the current fiscal year of 142 per cent.

While the Texas gross production tax rate was increased 37 1/2 per cent at a recent special session of the legislature, the amount of tax now being paid per barrel has actually increased 65 per cent.

Increased oil production and higher market prices for crude have been substantial factors contributing to the state's high increase in tax revenue from oil.

From 1934, through 1939, the production of Texas crude oil will have increased 58 per cent. During this period taxes levied against Texas oil production, without any increase over the present rate, will have shown a net gain of 110 per cent.

In addition to direct state taxes on oil production and oil producing properties, Texas oil operators pay in some counties as much as nine cents per barrel in ad valorem taxes alone.

In 56 counties ad valorem levies on oil producing properties showed anet increase of \$1,395,172.00, while levies on all other taxable properties decreased \$449,-
~~67.00~~

Intensive oil development in many oil producing counties of the state has provided the principal source of tax revenue to local sub-divisions of government. In 36

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The Oil Month in Review-

By NORTH BIGBEE
Editor, Petroleum Daily

The Industry Fears What Might Happen

THE uncertainty which gripped the business of the nation as a special session of Congress was due has been reflected in oil. However, with probably the most perfect system yet devised for the gearing of production of its commodity to demand, the oil industry, as a whole, has not been as worried as others about the outlook for the late fall and early winter.

Despite a continuing of large production in the oil country—largely in the mid-continent fields—reassurance was given by state oil regulatory bodies as the new allowables were made for November. With the member states of the Oil Compact continuing to coöperate in keeping crude output within the limits of demand, there is not as much uneasiness in the ranks of oilmen over the prospects for the succeeding months as perhaps would be found in a cross section of general business. Certainly oil is not faced with a problem of crop surplus and dwindling markets, which have been giving agriculture an increasingly worse headache. If anything, foreign demand for crude has shown a decided increase, while domestic

demand has shown surprising strength despite a certain softness in the spot market.

Madison Trial Effects

Frankly, the oil industry's worries have been more along the line of what might happen, than what is happening. The psychological effect of the Madison trial, with its host of oil leaders answering criminal charges of anti-trust violations, has thrown the industry into something of a mental slump. Factors which, under ordinary circumstances, would be disregarded, mount to startling proportions in the minds of some of the more excitable in this traditionally excitable industry.

The early stages of the Madison trial have pleased the government prosecutors, and consequently, have rather discouraged those who had hoped for an early settlement of this action. With the tension prevailing which has resulted from the Madison indictments and the progress of the trial, oilmen have tended to magnify small factors which do not affect the oil business fundamentally.

For instance, the weakness in the stock market was reflected less in oils than in most of the stock groups. Both New York and curb exchange oil stocks rallied fast, due to the inherent soundness of the oil business, and the excellent system of control under which most of the larger producing states are now operating. Of course, California, second oil state, is still a major problem, with no adequate control statutes, and with her persistent refusal to join the Interstate Oil Compact. With 200,000 barrels daily of California's production going for Pacific export, and with a large portion of this being tanked to Japan, the threat of an oil embargo kept California producers worried as they saw the prospects of having to lop off nearly a third of the state's current output. The voluntary system of curtailment in operation there has shown in the past a lag of two or three months in any attempt at a drastic reduction, and this factor, with the fear of the always-rumored crude price cut, has given the entire industry some cause for worry.

The uncertainty prevailing, and the
(Continued on page 36)

TEXAS MID-CONTINENT OIL AND GAS ASSOCIATION

STATE TAX REVENUE FROM CRUDE OIL, NATURAL GAS AND CARBON BLACK

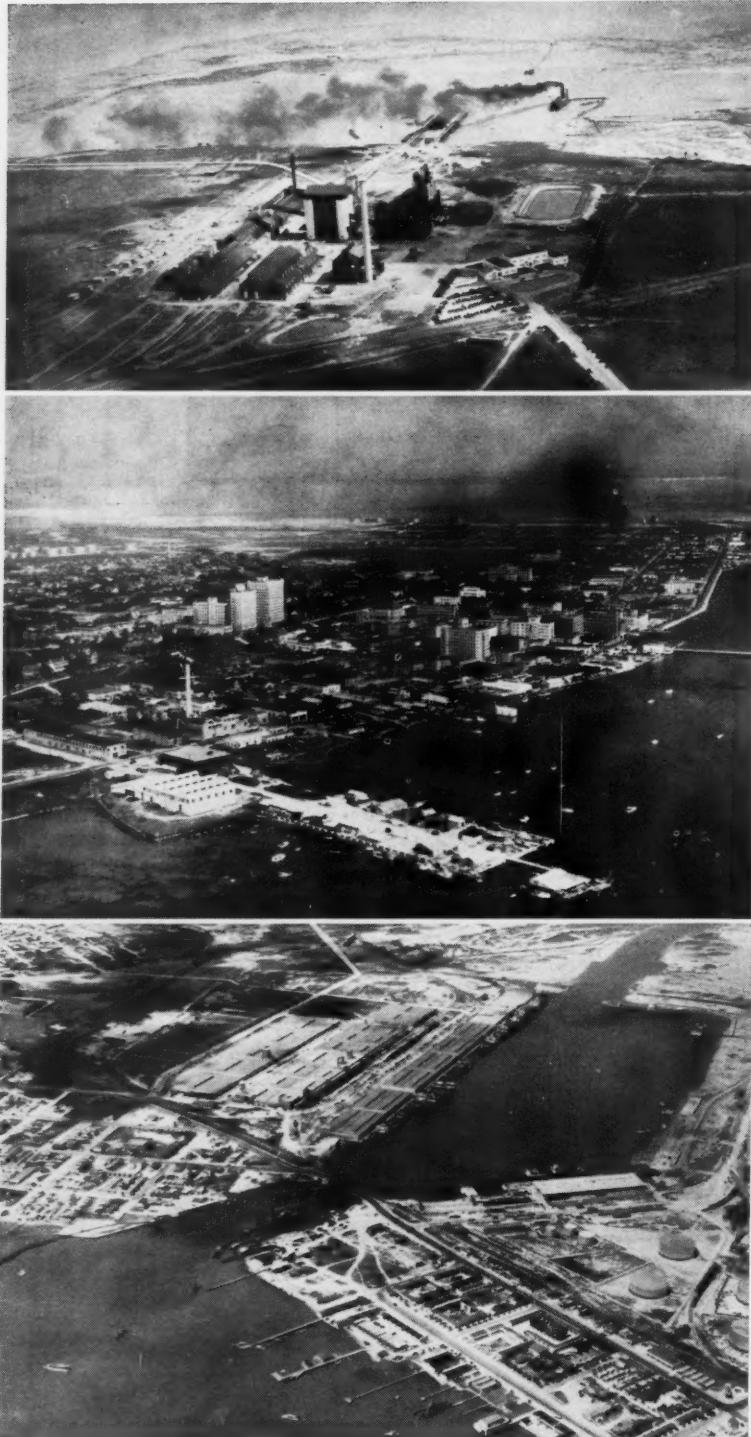
(Fiscal Year Data)

Figures for 1934 through 1937 obtained from official State and county records. Projections for 1938 and 1939 based upon demand trends indicated by U. S. Bureau of Mines' figures for the United States and Texas and applying August, 1937, oil values and tax rates, without change, through August, 1939

Crude Oil Demand	FISCAL YEARS ENDING AUGUST 31:					
	1934	1935	1936	1937	1938	1939
Total U. S. Crude Oil Demand (Bbls.)	868,400,000	950,700,000	1,038,500,000	1,185,500,000	1,277,100,000	1,364,700,000
Texas Crude Oil Production (Bbls.)	364,721,000	381,231,000	405,009,000	480,112,000	530,000,000	580,000,000
Per Cent of U. S.	42.0	40.1	39.0	40.5	41.5	42.5
<i>Tax Revenue From Texas Oil and Gas Production</i>						
Gross Production Tax	\$ 7,478,058	\$ 7,739,181	\$ 8,559,874	\$ 14,482,079	\$ 16,960,000	\$ 18,560,000
Gross Receipts Tax	220,000	244,141	299,176	563,901	660,000	720,000
Pipe Line Regulatory Tax	419,101	540,369	758,861	897,489	1,048,000	1,147,000
Franchise Tax	215,000	230,200	250,593	260,000	270,000	280,000
Other State Taxes	300,000	335,597	852,720	1,292,000	1,308,000	1,350,000
State's Share of Ad Valorem Taxes	4,150,000	4,179,000	4,247,685	4,350,000	4,460,000	4,570,000
Carbon Black Tax Revenue	0	0	0	258,998	265,000	271,000
Total State Tax Revenue from Oil and Gas	\$12,782,159	\$13,268,488	\$14,968,909	\$22,104,467	\$24,971,000	\$26,898,000

Kinney's Trading Post

BECOMES A TEXAS METROPOLIS



By JEFF BELL

Manager of Corpus Christi Chamber
of Commerce

As Told to CHARLES ROSTER, Director
of Publicity, Texas Centennial
Celebrations

A WOMAN'S changing mood led to the establishment of Corpus Christi, "the city the depression forgot". The date was 1839—three years after Sam Houston won Texas' independence at the battle of San Jacinto. That year saw the coming to South Texas of Col. H. L. Kinney, who, despondent in love and wishing to forget the pangs of a broken romance, took Greeley's advice and came West, although he veered to the South. Kinney established his trading post on the west bank of the Nueces River, and flourished, carrying on a hazardous ox-wagon trade with Mexico; ruling with an iron hand the divers factions infesting the area—claimed by Texas, and its neighbor on the south side of the Rio Grande.

A few years later "Old Rough and Ready" Taylor lightered his troops over the surface of Corpus Christi bay, entering the same pass whence came the heroes of Goliad. Taylor's troops camped on the beach north of the city. Kinney's trading post boomed. Its population leaped to several thousand, comprised mostly of army camp floaters, professional gamblers, "some women but no ladies". Then the march to Mexico began, and the Post deprived of its principal source of revenue, languished.

After Taylor's departure the settlement continued as Kinney's Trading Post for a short time only, the name having been changed to Corpus Christi, "as something more definite for a post mark on letters was needed". The city took the name of the bay whose waters washed its shores. Discovered in 1519 by Alvarez de Pineda, he honored a religious feast day

(Continued on page 30)

Here is a photographic story of Corpus Christi's growth. At the top is one of the big industries attracted to the port city. In the center is an excellent aerial view, showing the business district of Corpus Christi overlooking the bay. At the bottom is a general view of the port development, showing the mammoth wharves and warehouses which handle Corpus Christi's fast-increasing tonnage.

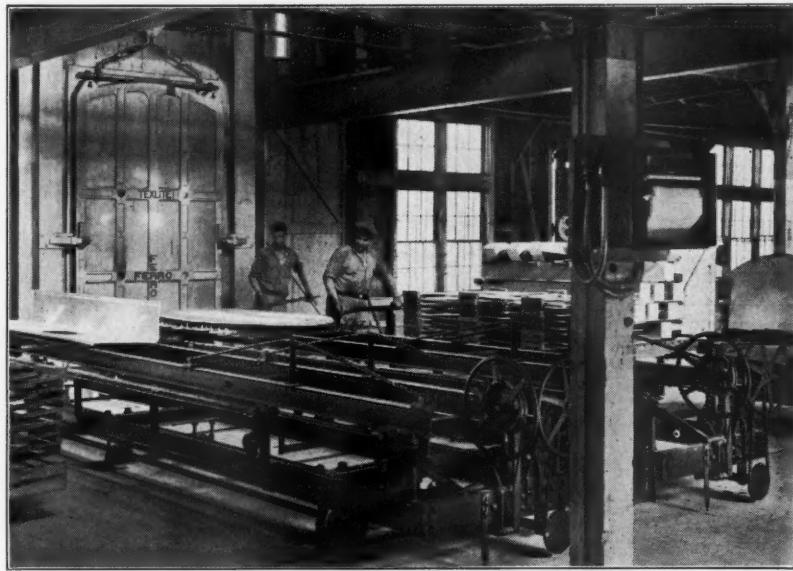
Ancient Art CREATES NEW INDUSTRY

THE development of an ancient art into an important modern industry, serving industrial, architectural and advertising users of porcelain enamel, has been stimulated in the Southwest by a recently completed expansion program of Texlite, Inc., whose factory is located at 2828 Factory Street, in the Love Field industrial area.

Porcelain enamel, the record of its origin lost in the past ages, has come to the foreground as a modern material by virtue of its excellent properties and adaptability to modern uses for beautiful, colorful and permanent uses.

The use of porcelain enamel as a finish for stoves, refrigerators, sinks, bathtubs and kitchen utensils is well known and now accepted as a matter of course. However, the spectacular uses of porcelain enamel in the architectural and advertising fields is drawing great interest and attention today. Unusual in its range of color effects, permanence of finish and adaptability to design and construction, porcelain enamel has stimulated new and interesting developments in architectural style.

Distributors and advertisers have been quick to realize the advantages of porcelain enamel so that now across the land one may see examples of the beauty and delightful effects made possible with it. Store fronts are dressed brightly in new colors, electric signs are subtly enhanced for daylight appearance, chains of gasoline stations are neatly and cleanly uniformed inside and outside, theatre mar-



This porcelain box-type furnace, recently installed by Texlite, Inc., in its Dallas factory, is one of the largest in the world. At the bottom of the page, left, is the brushing and stenciling room. At the right, a workman is applying the power brake in the fabricating department.
Parker-Griffith Photos

quees vie with each other for enticing effects, advertising signs both large and small sing their messages year in and year out with clearness of tone and permanently colorful voices.

But Dallas not only points with proud finger to the progressive users of architectural and advertising porcelain. She also boasts of the largest porcelain enameling industry in the Southwest. Texlite,

Inc., located in Dallas, is one of the leading manufacturers of architectural and advertising porcelain in the country, having the most complete and modern equipment available for doing this work.

Operating now with an annual payroll of \$160,000 and with \$130,000 yearly purchases of material, \$100,000 of which is purchased locally from Dallas suppliers,

(Continued on page 23)



DALLAS GROWS...Month by Month

Business Indices, September, 1937, compared with September, 1936

INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

	4,330,163 K. W. H.	+ 7.8%
1937	4,015,507 K. W. H.	
1936		

INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

(12 months ending September 30, 1937, compared with corresponding period ending September 30, 1936)

1937	38,588,930 K. W. H.	+ 19%
1936	32,313,785 K. W. H.	

INDUSTRIAL CONSUMPTION OF NATURAL GAS

1937	364,380 M. C. F.	+ 3.4%
1936	352,317.8 M. C. F.	

DOMESTIC CONSUMPTION OF NATURAL GAS

1937	191,189.2 M. C. F.	+ 6.5%
1936	179,496.4 M. C. F.	

RESIDENTIAL CONSUMPTION OF ELECTRIC POWER

1937	5,358,292 K. W. H.	+ 3.8%
1936	5,163,047 K. W. H.	

STREET RAILWAY PASSENGERS

1937	5,069,884	- 1.9%
1936	5,136,998	

BUILDING PERMITS

1937	\$828,258	+ 20.3%
1936	\$688,211	

BANK DEBITS

1937	\$255,202,000	+ 3.2%
1936	\$247,229,000	

BANK CLEARINGS

1937	\$251,516,863	+ 8.7%
1936	\$231,466,407	

POSTAL RECEIPTS

1937	\$368,511	+ 1.3%
1936	\$363,619	

MOTOR VEHICLES (Passenger Cars)

1937	880	- 9.6%
1936	944	

MOTOR VEHICLES (Commercial Cars)

1937	189	+ 4.9%
1936	181	

WATER METERS

1937	70,902	+ 3.5%
1936	68,517	

GAS METERS

1937	70,373	+ 2.3%
1936	68,772	

ELECTRIC METERS

1937	79,314	+ 3.3%
1936	76,788	

TELEPHONES

1937	84,465	+ 5.5%
1936	80,017	

Dallas Business

COMPLETION of one large industrial plant and start of construction on three others by national concerns marked the industrial progress of Dallas during October. Willard Storage Battery Company went into production in its new plant on Maple Avenue, at Love Field. With an initial capacity of one thousand batteries a day, present indications are that the plant will have to be enlarged shortly to take care of demand.

Gregory-Robinson-Speas, Inc., largest vinegar manufacturers in the United States, started work on a new plant on Maple Avenue, adjoining the Willard location. This plant will have a capacity of one million gallons of vinegar annually, and will be the largest plant of its kind in the Southwest.

Also in the Love Field district is the plant of the W. & W. Pickle & Canning Company, also under construction. Plant and equipment will cost approximately \$100,000. Home office of the company is Montgomery, Alabama.

The National Lead Company started construction on its new lead smelter on the Missouri-Kansas-Texas tracks west of the Trinity River and south of the Forest Avenue Bridge.

The new plant of the National Cylinder Gas Company of Chicago, to manufacture oxygen and acetylene gas, is nearing completion at Pennsylvania and Lamar.

The Vitalic Battery Company is building a new plant in the Maple Avenue industrial district which will give it a large increase in production capacity.

Another important expansion has been a \$25,000 program carried out by Texlite, Inc., 2828 Factory Street. The company has installed the largest radiant tube porcelain enamel oven in the United States, costing \$16,000, a new veneer press, band saws and spot welder, and has made extensive interior improvements in its plant.

Other new concerns for the first three weeks of October include the following:

Manufacturers:

Edwin Allen Company, 7th floor, second unit, Santa Fe Building. Book binders.

Art Blind Factory, 5211 Lemmon Avenue. Venetian blinds.

Home Supply Company, 912 Eagle Ford Road. Venetian blinds.

Hotel & Restaurant Specialty Printing Co., 1502 Young Street.

Printers:

Service Printing Co., 632 West Jefferson Street. Printers.

Thrift Shopping News, 2500 McKinney Avenue. Publishers.

Wholesalers:

Arkansas City Flour Mills, 1342 Liberty Bank Building. Flour.

Barney G. Caddell, 308 Wholesale Merchants Building. Manufacturers' agent, handling several lines of women's blouses and apparel.

Dorbandt-Langford Company, 2125-27 Commerce Street. Distributors of Koch commercial refrigerators and Mills compressors, also air conditioning equipment.

T. R. Jacobs, 308 Wholesale Merchants Building. Manufacturers' agent handling several lines of women's apparel.

Lemcke Orchards Co., 1106 Wood Street. Wholesale fruit.

Eugene Polk, 111 South Murray Street. Shock absorbers.

Quality Seat Cover Co., 2219 Main Street. Automobile seat covers.

H. E. Reid, 817 Wilson Building. Machinery.

Martin D. Rosenbaum, 308 Wholesale Merchants Building. Manufacturers' agent, handling several lines of cotton goods.

Sears, Roebuck & Company, leased building at North Lamar and Pacific, containing 78,000 square feet, for warehouse and distribution facilities to serve company's forty retail stores throughout the Southwest.

Supreme Meat Company, 4008 Commerce Street. Wholesale meats.

Harold K. Van Buren, 308 Wholesale Merchants Building. Manufacturers' agent, representing China Products, Boston, Mass., handkerchiefs and gift lines.

Petroleum:

W. R. Boyer, 1007 Praetorian Building. Oil producer.

E. Constantin & Associates, 818 Gulf States Building. Oil producers.

Lee Flowers, 2012 Tower Petroleum Building. Oil producer.

Quality Production Co., incorporated by P. Winz, L. W. Rinaman, W. A. Rinaman, William Hix and Alfred Sinz. Authorized capital stock \$60,000; oil producers.

Sonken-Galambe Supply Co., 724 Wilson Building. Home office, Tulsa, Okla.; Texas headquarters, Dallas. Oil well supplies.

Miscellaneous:

Akron, Canton & Youngstown Rail-
(Continued on Page 22)

Forward March.



Hotel OKLAHOMA BILTMORE OKLAHOMA CITY

Leads the
Endless Parade
of ADDITIONS
to the growing list of
Affiliated
NATIONAL HOTELS

ALABAMA

THOMAS JEFFERSON.....Birmingham

LOUISIANA

JUNG HOTEL.....New Orleans

HOTEL DESOTO.....New Orleans

MISSISSIPPI

HOTEL RIVIERA.....Biloxi

HOTEL CLOVIS.....Clovis

OKLAHOMA

OKLAHOMA BILTMORE.....Oklahoma City

TEXAS

HOTEL HUBER.....Muskogee

HOTEL BELMONT.....Okmulgee

HOTEL SAPULPA.....Sapulpa

HOTEL ALDRIDGE.....Wewoka

STEPHEN F. AUSTIN.....Austin

HOTEL SETTLES.....Big Spring

HOTEL BROWNWOOD.....Brownwood

HOTEL SOUTHERN.....Brownwood

HOTEL LAGUNA.....Cisco

HOTEL CLIFF TOWERS.....Dallas

HOTEL DONNA.....Donna

HOTEL CORTEZ.....El Paso

HOTEL TEXAS.....Fort Worth

HOTEL BUCCANEER.....Galveston

HOTEL JEAN LAFITTE.....Galveston

CORONADO COURTS.....Galveston

MIRAMAR COURT.....Galveston

HOTEL CAVALIER.....Galveston

HOTEL LUBBOCK.....Lubbock

HOTEL FALLS.....Marlin

HOTEL GHOLSON.....Ranger

HOTEL CACTUS.....San Angelo

ANGELES COURT.....San Antonio

HOTEL MOUNTAIN LAKE.....Mt. Lake

NATIONAL HOTELS

SERVING SEVEN SOUTHERN STATES

EQUITABLE LIFE

Returns to Texas

THE re-entry into Texas of the Equitable Life Assurance Society of the United States, announced earlier this year, was made effective last month with the establishment of state headquarters of the company in Dallas and branch offices in Houston and San Antonio. W. W. Klingman, vice-president of the Equitable Life Assurance Society, is general manager for the state.

Equitable's return to Texas, after an absence of 30 years, and the establishment of state headquarters in Dallas greatly strengthened the city's position as one of the foremost life insurance centers of America. The Equitable was established in 1859. With outstanding insurance of over \$6,600,000,000 and total assets of over \$2,000,000,000, it is today one of America's largest and strongest companies. Its payments to policyholders last year totaled \$181,678,304. The Equitable is a strictly mutual organization and offers a complete service in regular life insurance and group insurance.

An entire floor of the Tower Petroleum Building in Dallas was leased as state headquarters for the Equitable. In addition to the branch offices in Houston and San Antonio, other agencies and district offices will be opened in other sections as rapidly as appointments can be made, Mr. Klingman said.

The Equitable's delegation arrived in Dallas September 29, and was greeted by a committee headed by O. Sam Cummings, president of the National Association of Life Underwriters and general agent for the Kansas City Life in Dallas. After this cordial reception, Mr. Cummings was later host at a luncheon in the Hotel Adolphus, attended by a number of Dallas' leading bankers and insurance men. Another warm welcome was extended the next day in Houston to Mr. Klingman and Harold J. Rossman, manager of the Houston agency. The Equitable was welcomed to San Antonio October 4, at a luncheon in the St. Anthony Hotel, sponsored by the San Antonio Life Underwriters Association and attended by bankers and insurance men of that city.

Vice-President William J. Graham, in charge of the Equitable's agencies throughout the country, who made a special trip to Texas to install the newly appointed managers, at each of these meetings voiced his appreciation, in behalf of Mr. Klingman and associates and of the home office in New York, for the cordial welcome which the party received.



W. W. KLINGMAN
General Manager for Texas with Headquarters in Dallas



C. W. KLINGMAN L. W. KLINGMAN

State Manager Klingman said that his organization would work on "the friendliest terms with the other fine companies operating in the great State of Texas" and that, working



H. J. ROSSMAN

together with them, he hoped to build up the total volume of insurance in force in Texas to "substantially more than the present impressive aggregates."

The announcement earlier in the year of Thomas I. Parkinson, president of the Equitable, that the company would re-enter Texas after an absence of 30 years has been regarded as one of the most signal recognitions of Texas' growth and future opportunities.

Mr. Klingman's two sons, Lloyd and Chester, have been named agency managers in Dallas and San Antonio, respectively. Together with Mr. Rossman, who is manager of the Houston office, they constitute what Mr. Klingman said will soon be "closely-knit, well trained sales organization."

State Manager Klingman, prior to entering the home office of the Equitable as vice-president, was in charge of the company's agency at St. Paul, Minn. He developed the St. Paul agency into the Equitable's second largest office, with production of more than \$50,000,000 of insurance annually. From his Dallas headquarters Mr. Klingman will have supervision for Equitable over the entire state, which he referred to at the welcoming meetings as "a great Southwestern empire."

Lloyd W. Klingman, who was formerly superintendent of salary savings insurance at the Equitable's home office, will be agency manager for Dallas, and in charge of about 30 adjacent counties. As director of the salary savings division, Lloyd Klingman gained broad experience in the production end of the business. He has traveled extensively throughout the country, collaborating with agents and agencies in the writing of new business, and is experienced in organization work.

Harold J. Rossman is agency manager in Houston with supervision over a large contiguous territory. Mr. Rossman derived his life insurance agency experience in the Equitable's Chicago office and later as superintendent of agencies for the entire New York metropolitan territory. In this latter position he had direct supervision over 25 agencies with a total combined production of nearly \$100,000,000 of insurance annually.

Chester W. Klingman, agency manager at San Antonio, received his early training in the company's Detroit office, later becoming a supervisor in the department of group insurance, and subsequently a sales executive in the home office. About a year ago he entered active field work with one of the Equitable's leading agencies in New York, in which capacity he established an enviable record in personal production. He will direct Equitable's activities in West Texas from his San Antonio offices.

AFTER THE EXPOSITIONS

(Continued from page 7)

for Dallas. New industries, brought here by advertising Dallas throughout the nation, remain as tangible evidence of the campaign's success. It was one of the first big efforts on the part of united Dallas business interests to tell the true tale of their city's industrial opportunities.

There was a distinct interim between the close of the Industrial Dallas campaign and the commencement of the of the Texas Centennial Exposition activities four years later. Dallas lagged then, but not for long. The business men of the city, with Chamber of Commerce membership in the lead, competed with other Texas cities for the Texas Centennial Exposition and won a signal victory.

Again the Dallas spirit showed itself and the \$25,000,000 construction program cut down the relief lines and brought payrolls and prosperity. A score of business lines from the first breaking of the ground for the Texas Centennial Exposition until the closing of Pan America's gates have been kept happy and profit-making. Hotels and restaurants, department stores, travel agencies of all kinds, gasoline and oil depots, railroads, all have been materially helped by the exposition.

But the exposition epoch is over. There should be no lapse in Dallas enterprise such as caused a gap between the Industrial Dallas campaign and the exposition period. Something should be done to capitalize upon exposition advertising in Dallas. Something should be done immediately to consolidate our advances and to keep the ball rolling.

Dallas itself and its manifold achievements and advantages gives the answer. I have mentioned the great Civic Center which grew out of the expositions. But there are many other advantages peculiar to Dallas waiting to be placed before the eyes of the nation and the entire world.

Dallas is undoubtedly the geographic and strategic center of Southwest industry, science and culture. Dallas is the one complete market of the Southwest. Throughout this section of the country Dallas is the acknowledged medical center, the amusement center, style center, musical center and shopping center. It is a city of splendid hotels, gay restaurants and modern theaters. It is the location of the great State Fair of Texas which annually attracts from the richest agricultural section of America, hundreds of thousands of people. Our Spring and Fall market seasons bring retail merchants from a score of states each year. These great assets which many a city twice the size of Dallas may well envy, should be widely advertised and exploited now that the exposition period is over. The points mentioned are only a few of hundreds

(Continued on page 26)



1900 CEDAR SPRINGS

ADLETA OFFERS YOU

a line of Store Fixtures designed and built to sell more merchandise PROFITABLY. Our designing facilities are at your disposal . . . No obligation . . . Call us today . . . Phone 2-4144.

**ADLETA SHOW CASE
AND FIXTURE MFG. CO.**

DALLAS, TEXAS

THE BUSINESS MAN AND HIS BANK

Because he is both a depositor and a borrower, the business man regards his bank with a different attitude. . . . As a depositor, he wants to do business with a bank in which he has confidence. . . . As a borrower, he selects a bank with foresight and understanding . . . a bank to which he can turn for loans to carry on his business. . . . Because the Mercantile National so thoroughly measures up to this modern attitude is why such a large number of business men have chosen it as their bank.



MERCANTILE NATIONAL BANK

AT DALLAS • In the Magnolia Building

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS GETS MILLION GALLON VINEGAR PLANT



THIS Dallas factory of Gregory-Robinson-Speas, Inc., at 8668 Maple Avenue, will have an annual capacity of one million gallons of vinegar. Construction of the factory was started early in October, and the plant will be in operation in January. Gregory-Robinson-Speas and their associated companies are the largest vinegar manufacturers in America. The industrial department of the Dallas Chamber of Commerce had worked for more than a year in establishing Dallas' advantages as the location for the new factory. It is the company's in-

tention ultimately to concentrate its general offices at the Dallas factory.

The building will be 100 x 200 feet in area, with two full stories and basement and a partial third story. Juice will be shipped to the factory from Gregory-Robinson-Speas grinding mills in Arkansas. The vinegar manufactured in Dallas will be sold in Texas and Mexico. The factory will have a battery of 100 vinegar generators, each six feet in diameter and sixteen feet in height, and an outside battery of storage tanks, each 20 feet in diameter and 20 feet in height. The fac-

tory will have its own 150-foot switch track to handle its fleet of tank cars.

Gregory-Robinson-Speas, Inc., has factories in Paris, Texas; Rogers, Springdale and Little Rock, Arkansas; Oklahoma City; and Mobile, Alabama, in addition to a number of grinding mills. O. L. Gregory is president of the company, E. V. Speas is chairman of the board and Maury Robinson is secretary-treasurer and general manager.

Douglas Sky Sleeper service, *The Mercury*, New York to Los Angeles via Dallas.

American Airlines to Observe Tenth Anniversary in Dallas

AMERICAN Airlines, which will celebrate next February the tenth anniversary of its continuous operation through Dallas, in September observed the first anniversary of operation of its Douglas Sky Sleeper service, New York to Los Angeles via Dallas.

The world's first sleeper plane service, from Dallas to Los Angeles, was inaugurated by American Airlines May 5, 1934. The coast-to-coast sleeper plane service was instituted September 18, 1936, and during the first year of its operations was significantly successful, C. R. Smith, president of American Airlines, reported last month.

Only three intermediate stops are made on the New York-Los Angeles sleeper plane service which serves Dallas. Nashville and Tucson are the other intermediate stops. The west-bound sleeper plane leaves Dallas at 1:30 a.m.; the east-bound at 2 a.m., and it is only eight hours' flying time from Dallas to either destination.

Another milestone in American's service out of Dallas was passed on September 1, when 21-passenger club planes were placed in operation on the Dallas-Chicago lines, with intermediate stops in Oklahoma City, Tulsa, and St. Louis. The club planes leave Dallas at 9:50 a.m. and 5:15 p.m., making the flight to Chicago in six hours.

American provides direct service to 56 cities out of Dallas, and connections to

all of the principal cities of the country.

Dallas consistently originates more air mail, air express and air passenger business than any other three cities in the

Southwest, and Dallas is ranked as the third most important airport on American's transcontinental New York-Los Angeles route. In point of per capita business originating in Dallas, the city outranks any other city on American's entire system.

Commercial aviation has made great strides since American Airlines began operations from Dallas in 1928. Below, left, travelers on The Mercury, whose only intermediate stops between New York and Los Angeles are Nashville, Dallas and Tucson, enjoy spacious and comfortable berths. Right, top, a section of the Douglas Sky Sleeper made up for daytime flight; right, bottom, The Mercury in flight



Stewart Office Supply Firm Has Anniversary

Experiences accumulated in twenty-five years of business in Dallas were highlighted Tuesday, Nov. 2, by W. Neill Stewart, who on that day celebrated the



W. N. STEWART

silver anniversary of the Stewart Office Supply Company, which he founded and now serves as president.

First quartered in a small office of the towering Praetorian Building, the enterprise quickly found its footing and two years later made the first of a series of moves culminating in a business operated under its own roof.

Shortly after becoming sole owner of the business, Mr. Stewart moved his establishment to somewhat larger offices at 1521-23 Commerce Street, then known as the Sam Houston Life Insurance Company Building. In July, 1916, it found its first ground floor location at 1921 Main Street with a frontage of twenty-five feet. Ernest M. Stewart, an older brother, joined the firm at this location and became a full partner. The company added a stock of office furniture to its lines in its new location.

The added impetus reacted swiftly and in May, 1918, the Stewart Office Supply Company occupied the two-story building at 1919 Main Street.

During this growing period the partners incorporated their business and included Douglas B. Suggs in the stockholders.

National recognition for the business came in 1926 when W. Neill Stewart was elected president of the National Stationers Association.

A black and white illustration of a large, multi-story warehouse building. The building has a grid-like facade with several windows. The words "AMERICAN TRANSFER & STORAGE CO." are printed vertically along the side of the building. Other text on the building includes "HOUSEHOLD", "MERCANTILE", "FURNITURE", "MOVING", "PACKING", and "DRAYAGE".

Reference: ANY DALLAS BANK

**BONDED
FIREPROOF
WAREHOUSE.
MERCANDISE,
STORAGE,
DRAYAGE,
DISTRIBUTION.**

*Household Goods Moved, Stored,
Packed and Shipped*

**TRANSFER &
STORAGE CO.**

K. K. Meisenbach, President

2312-20 Griffin Street

Jack Orr, Secretary-Treasurer



Trustworthy

This institution has never deviated from those principles laid down by its founders in 1875 as essential to sound, progressive and, above all, trustworthy banking. It has, however, changed its methods and facilities to meet changing conditions and needs.



FIRST NATIONAL BANK
in DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

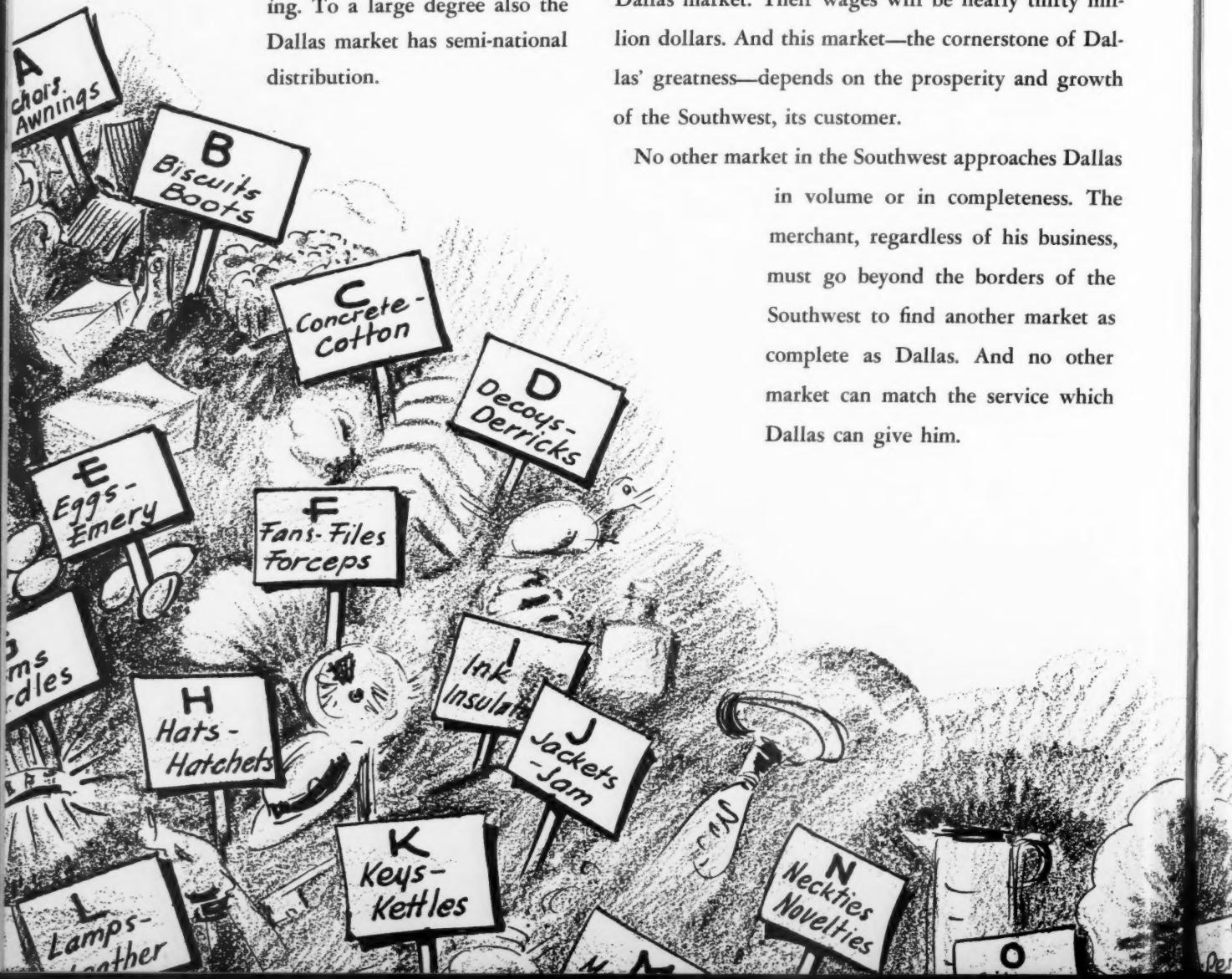
DALLAS Market

Dallas is the factory, the warehouse, the sales agency, the shipping room for five states and 14,000,000 people.

The life blood of Southwestern industry, commerce and agriculture throbs through Dallas.

Freight trains and express cars from Dallas speed through the night, mail pouches by the tens of thousands move through the terminal, heavily laden trucks

roll over the highways to deliver their cargoes tomorrow morning. To a large degree also the Dallas market has semi-national distribution.



Being the market of the Southwest is Dallas' biggest business—in fact, it is difficult to define the Dallas market, so great is its influence and so many are its interwoven interests in the economic life of the Southwest's first city.

This year the business transacted in the Dallas market will approach three quarters of a billion dollars. More than 25,000 persons earn their livelihood through the Dallas market. Their wages will be nearly thirty million dollars. And this market—the cornerstone of Dallas' greatness—depends on the prosperity and growth of the Southwest, its customer.

No other market in the Southwest approaches Dallas in volume or in completeness. The merchant, regardless of his business, must go beyond the borders of the Southwest to find another market as complete as Dallas. And no other market can match the service which Dallas can give him.

Southwest

In the first place, the manufacturing, wholesaling and distribution interests of the Dallas market know the Southwest, understand its needs, and provide the kind of merchandise it likes and wants.

In the second place, there is no other market where merchants in Corpus Christi and Tulsa, in Little Rock and Amarillo, can telephone merchandise orders this afternoon, confident that the shipments will be in their stores before noon tomorrow. The radius of first morning delivery service out of the Dallas market is something few markets can equal.

And in the third place, the Dallas market is complete. It is far more than an apparel market, a dry goods market, a food products market. There are also drugs, cosmetics, paint, hardware, leather goods, radios, refrigerators, amusement goods, sporting goods, electrical equipment, medical and optical supplies, tobacco, liquors, automobiles and automotive equipment, farm products, lumber and building materials, air-conditioning equipment, machinery and equipment, undertakers' supplies, oil field machinery and supplies, and countless other lines.

Whatever the Southwest needs today, Dallas has; whatever the Southwest may need in the future, Dallas will have.

Dallas is proud of the leadership it has provided, and of the market it has built for the Southwest.

Believers in Dallas

AMERICAN PAPER STOCK CO.
Baylor University and Hospital
Butler Brothers
DALLAS RAILWAY & TERMINAL CO.
EMPLOYERS CASUALTY CO.
FIDELITY UNION LIFE INSURANCE CO.
FLEMING & SONS PAPER MILLS
GULF INSURANCE CO.
GULF STATES LIFE INSURANCE CO.
HOTEL WHITMORE
JEFFERSON HOTEL
LIBERTY STATE BANK
REPUBLIC NATIONAL BANK
THE SCHOELLKOPF CO.
SOUTHLAND LIFE INSURANCE CO.
SOUTHWESTERN LIFE INSURANCE CO.
THE TEXACONE COMPANY

W. J. BOWEN

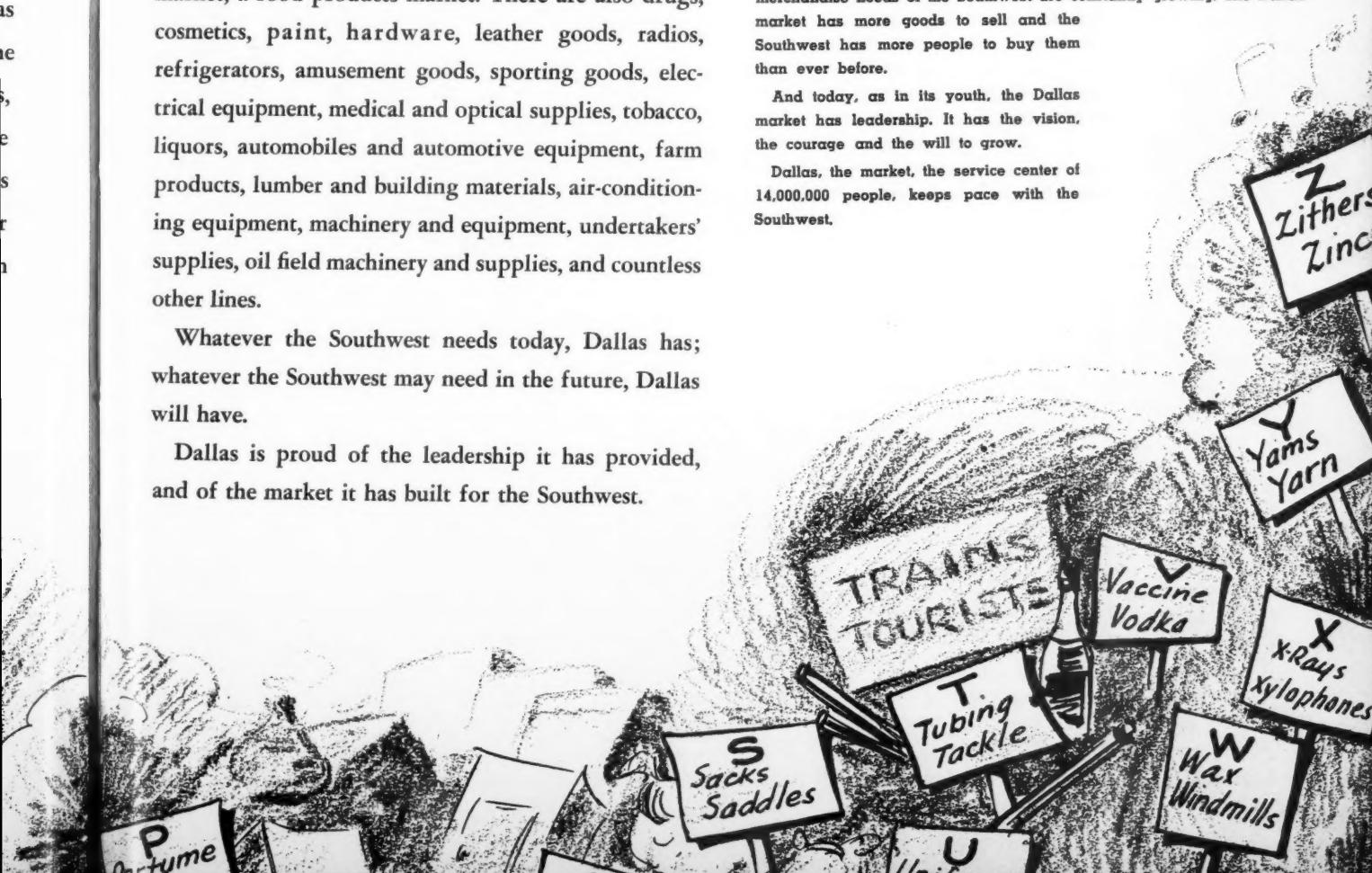
Leadership has built Dallas as the market of the Southwest... *the one complete market serving an area of five states with 14,000,000 population.*

That leadership has kept the Dallas market on the path of progress for seven decades. It has been a broad-gauge leadership—a leadership with vision, able to sacrifice the more selfish and immediate gains for the sound growth of the future. That leadership has built Dallas with the Southwest... not at the expense of the Southwest. That leadership has been one of the finest expressions of what we call, for want of a better name, *the Dallas Spirit.*

Today the Southwest is growing. Its effective buying income is greater than the market's pioneers ever dreamed it would be. The merchandise needs of the Southwest are constantly growing. The Dallas market has more goods to sell and the Southwest has more people to buy them than ever before.

And today, as in its youth, the Dallas market has leadership. It has the vision, the courage and the will to grow.

Dallas, the market, the service center of 14,000,000 people, keeps pace with the Southwest.



DALLAS INDUSTRIAL

DALLAS BUSINESS

(Continued from page 15)

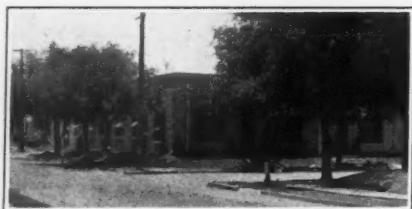
way Co., 1014 Southwestern Life Building. Southwestern headquarters office.

Equitable Life Assurance Society of the United States, Tower Petroleum Building. Occupied whole floor of Tower Petroleum Building with new Texas headquarters office to write life insurance in the State. W. W. Klingman, Vice President, from the home office in New York, made general manager for Texas.

Manget Bros. Co., 202 Coke Building. Cotton.

Meridian & Bigbee River Railway Co., Praetorian Building. Home office, Meridian, Miss.

H. R. Sharp, 203 Coke Building. Cotton.



Manufacturers of TraCo Curb Service
Specialties

TRAY SERVICE COMPANY

Ash Lane and Third Avenue DALLAS 4-4843



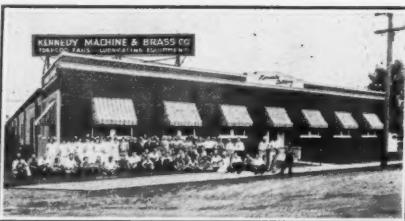
Manufacturers of
16 Delicious Food Products
DENTLER MAID FOOD PRODUCTS CO.
2403 SOUTH ERVAY PHONE 4-2013 DALLAS



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LaFrance Flour and Meal, Bran, Gray Shorts

Hominy Feed, Drinkwater Flour for Bakers.

MORTEN MILLING CO.

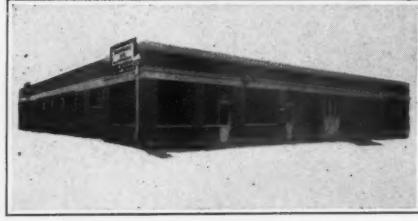
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AN ANCIENT ART
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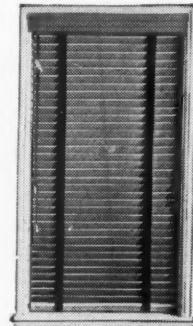
Texlite, Inc., is making a bid for the increasing porcelain business which is yet to come.

Established in 1879 by P. S. Borich as the Borich Sign Company, which operated in the commercial sign and painting business, Texlite was re-established in 1921 under the name of Texlite Electric Sign Company for the exclusive manufacture of electric signs of the exposed lamp and interior illuminated types. Ownership was changed in 1931, and in keeping with the progressive spirit of the former owners, Texlite installed complete equipment for manufacturing illuminated

signs. In 1931 the company built a modern porcelain enameling department at a cost ranging from \$50,000 to \$75,000 and enlarged its personnel for this new department, which made Texlite, Inc., the first commercial porcelain enameling plant in the Southwest.

Because of the close contact with the advertising field that Texlite maintained for its sign business, development of architectural porcelain work was a natural consequent effect. The strides that the company has made in the development of architectural and advertising porcelain have been so rapid that Texlite, Inc., is now recognized as one of the leading manufacturers of this type of work.

Porcelain enamel, by the most simple analysis, is glass fused on metal. The glass is manufactured in the United States by several porcelain enamel companies. A boro-silicate type glass is the principal base, and it consists essentially of borax, ground silica, and feldspar to which is added various fluxes, opacifying and whitening agents, and coloring oxides. Very careful control and analysis of the raw materials is necessary to insure a uniform product. After thorough mixing the components are melted into a molten glass in a smelter furnace at temperatures over 2000 F. At the end of the smelting period the molten glass is allowed to run out of the smelter as a molten stream



P. O. Drawer 1737, DALLAS, TEXAS 3-2177

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Venetian blinds—door and window screens and cabinet doors are manufactured and distributed from this plant.

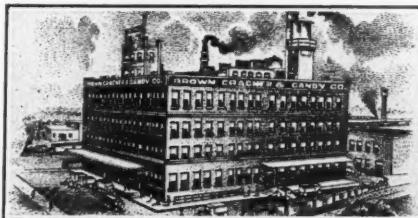
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Manufacturers: ELECTROTYPE • NICKELTYING • STEREOGRAPHIC • MATS • FOR ALL PRINTING AND ADVERTISING PURPOSES.

Sam Ross McElreath

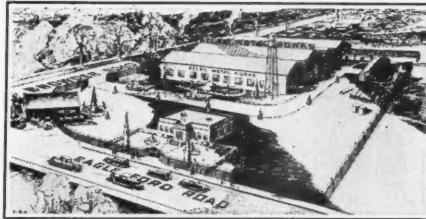
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Atlas KEYSTONE Culvert
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ATLAS METAL WORKS

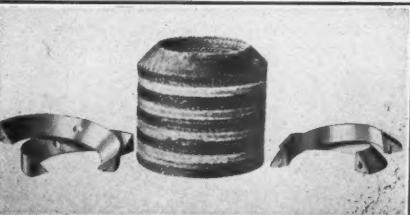
P. O. BOX 5532 PHONE 2-5354 DALLAS



Dallas Museum of Natural History
Cream, Shell and Gray Texas Limestones

TEXAS CUT STONE CO.

5219 MAPLE AVE. PHONE 5-1773 DALLAS



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High Pressure Packing and Specialties

THE TEXACONE COMPANY

Incorporated in Texas

DALLAS, TEXAS

into a tank of cold, running water. The sudden temperature shock shatters the glass particles, which are called "enamel frit." The frit is dried and packed in 100 lb. bags to be shipped to the manufacturer, who applies the enamel on his products.

The metal base for porcelain can be cast iron, sheet iron, copper, or gold. Gold and copper are used for jewelry and ornamental trinket work. By far the most used base is sheet iron. Cast iron enameling is decreasing slightly because of the better technique developed recently for pressing, stamping, and fabricating sheet iron. A considerable amount of research by all the steel mills has been directed to

develop the best texture and composition of sheet iron for enamel adherence. Consequently, today there are many brands suitable for porcelain enameling.

In the fabrication of the metal consideration must be given to the proper design, weight or thickness of metal, and workmanship of fabrication so that the metal will provide a rigid shape and smooth surface for the porcelain finish. Just previous to applying the enamel the metal shape must be thoroughly cleaned of oil and rust. The cleaning is accomplished by "scaling" or burning off the oil by placing the metal shapes for a short time in an oven at red heat. The scaling operation leaves a soft iron scale which

is removed by immersion in an acid solution. Another method of removing the oil is by immersion in a boiling solution of alkaline cleaner. The rust and scale are then removed as before by acid immersion.

The enamel frit must be prepared for application on the clean metal surface by grinding with water to a thick gravy-like consistency. Grinding is done in a "ball mill," which is a steel cylinder lined with porcelain and half full of porcelain balls. The charge of enamel frit and water is thoroughly mixed and milled very fine by the loose balls in the rotating mill. After milling the enamel is screened and stored in cans or barrels ready to be dipped or sprayed on the clean metal.

DALLAS INDUSTRIAL



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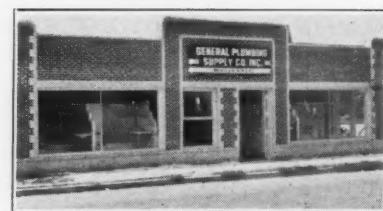


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The first application of enamel, which is of a blue-black color when fired, is called the ground coat, and it obtains a good bond between the metal and the finish or color coats which are subsequently applied. The wet enamel coating is dried and then fired in a furnace at a bright red heat (1600 F.) for a time from 4 to 7 minutes. Each application is dried and burned before the next. In order to obtain color effects and designs on the final finish, part of the enamel is brushed off before firing so as to expose the underlying color. Two, three, or four color pieces can easily be obtained. For a red and blue color design the blue color is first applied and fired. The red coating is then sprayed and dyed over the top of the fixed blue coat. A paper or zinc stencil is used to guide in brushing off the red coating wherever it is desired to have the blue shown through. Each color must have its separate

(Continued on page 37)



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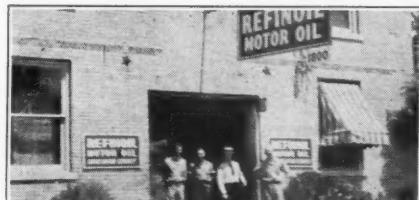
2-4200



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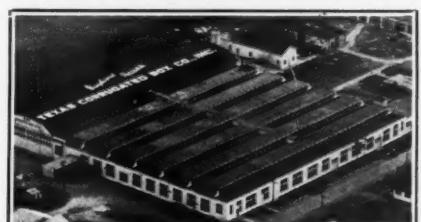
SPIKES BROS. BROOM FACTORY
DALWORTH PARK, TEXAS



Manufacturers of

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Refinery and Station
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"If It Is An Envelope . . . Hesse Makes It"

HESSE ENVELOPE CO. — Dallas — 2-3292

AFTER THE EXPOSITIONS

(Continued from page 17)

which can be linked into a tremendously effective whole. Dallas certainly must not hide its light under a bushel but must keep on telling the world of its advantages. St. Louis, Chicago, Kansas City have all awakened to the fact that to attract visitors means better business. California and Florida cities speak loudly for themselves in almost every publication you may chance to pick up.

Twenty-one states are now, either through legislative appropriation or by organization of their business men, actively carrying on propaganda campaigns telling of their advantages. There is of course a movement in Texas toward securing state aid for a program of Texas advertisement and publicity. It is to be sincerely hoped that the movement will meet success. Even if it does, Dallas will receive only its pro rata share of such publicity. Dallas will be in the same position with San Antonio, Ft. Worth, Austin, Houston, the Big Bend Country, etc. Therefore Dallas, which has waged its own publicity campaign through its expositions since 1935, should continue to "go it alone."

Dallas has at present an excellent chance to become a major tourist center, owing to the nationwide interest existing in Mexico and the recent availability of Mexico City and other interior points through the splendid new Mexican highways. Form the North, East and Middle West, Dallas is on the logical route of motorists headed for the border and the Mexican roads. The Pan American Exposition, in which the Mexican government participated, has established the very kindest of feelings between Dallas people and Mexico. It will be long remembered South of the Rio Grande that Dallas was the first city in the Southwest to make a concrete gesture of friendship to the Latin American countries. The Pan American games, the Pan American exhibits all helped advertise Dallas and Texas in what is likely to develop into the great American trade field of the future.

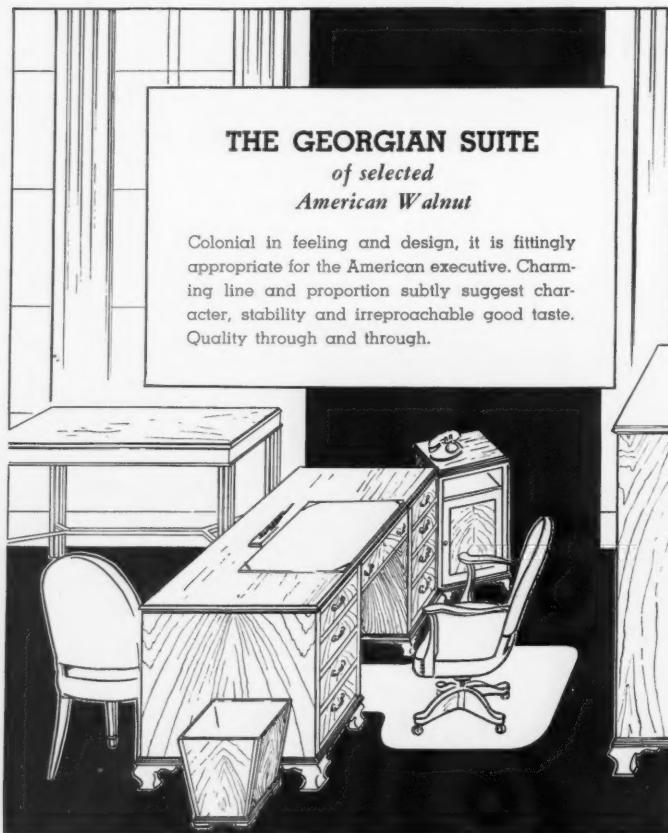
Following the two Dallas expositions, which were supported by visitors from all sections of the country, one cannot but hope that the State of Texas will have a suitable exhibit at the big New York Exposition of 1939. That exposition will be "an exposition to end expositions." It will be the last huge fair for many a year in the United States. Dallas should have an imposing place in the State of Texas exhibit when and if it is arranged.

In conclusion, I cannot help mentioning a situation which I consider a serious drawback in Dallas' bid for continued popularity. That is the lack of a downtown auditorium or, in fact, any auditorium of sufficient size to take care of the

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conventions and meetings which mean so much to a progressive city. At the Texas Centennial Exposition we were handicapped by lack of auditorium space and so were we during the Pan American Exposition. The lovely band shell and amphitheatre built by the Park Board as a unit of the Civic Center was ideal for evening performances or meetings when the weather was good. Its capacity however is only 5,000.

I believe that the first necessary civic improvement in Dallas should be the construction of a down town auditorium of sufficient size to accommodate even the largest national convention. Such auditoriums have been the making of many cities such as St. Louis and Denver as tourist and convention centers. Houston has a splendid new auditorium. Dallas must have one to keep pace with the times. The competition between American cities to keep their places in the sun is now strenuous. Lethargy will certainly lose in this race.

Aetna General Agent Forms Partnership

W. G. Harris, who has been general agent for the Aetna Life Insurance Company in Dallas for the past 30 years, formed a partnership, effective September 1, with J. L. LaPrelle under the firm name of W. G. Harris & Company. Mr.



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LaPrelle has been associated with Mr. Harris in various capacities since 1916.

The Aetna Life Insurance Company was organized in Hartford, Connecticut, in 1869. In 1902 it actually engaged in the solicitation of life insurance, at which time its first general agency was established in Dallas under direction of Mr. Harris. Mr. Harris has remained the company's general agent continuously for 35 years.

In 1907 the Texas legislature enacted the famous Robertson law, and a number of the large Eastern life insurance companies withdrew from the state. Aetna officials decided to remain in Texas and comply with the state's regulatory laws. The company today has more than

\$185,000,000 of insurance in force on the lives of Texans and has invested approximately \$25,000,000 in Texas securities. There are now four Aetna general agencies in the state, at Dallas, Houston, San Antonio and El Paso.

Live Stock Shipments

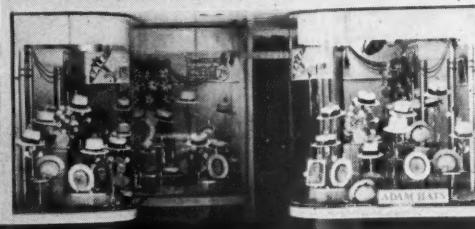
Live stock shipments from Texas to Fort Worth stockyards and interstate points during September were sharply above those of the corresponding month last year, according to the University of Texas Bureau of Business Research.

Forwarding of all classes of live stock totaled 7,704 cars, compared with 4,247 cars during September last year.

PORCELAIN ENAMEL *THE Lifetime Finish*

ADAM HATS

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ON MAIN STREET in Dallas and Main streets everywhere, from coast to coast, some store fronts are standing out, attracting thousands of new customers. You've seen them yourself: radiant and colorful, made of modern Porcelain Enameling Metals.

They stand plenty of abuse. They bring into faithful reality the sketch from your architect's drawing board ... Porcelain Enameling Steel can be obtained in all shapes, and meets better than any other material, the modern trend in design and color.

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Fronts don't depreciate, they become obsolete. Modernize and profit. Our creative personnel will be glad to work with your architect or suggest to you a design to give you the most effective display at the lowest cost.

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MANUFACTURERS OF Porcelain Enamel THE MODERN MATERIAL

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**BAKER
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DALLAS

Stewart Title Company Occupies New Building

The Stewart Title Guaranty Company, one of the oldest and largest title insurance companies in the South, occupied its new building at 1206 Main Street, adjoining the Southland Hotel, November 1. The move was one of the first business relocations involved in the opening of Field Street through the heart of the downtown business district.

In the new building, the Stewart Title Guaranty Company has one of the finest and most complete title insurance company buildings in the country. It is air-conditioned and sound-insulated, and special attention was given in designing the building to the efficiency and comfort of the employees. The Stewart building on Main Street at Field will be razed for the creation of the new thoroughfare.

The predecessor of the Stewart Title Guaranty Company was organized in Galveston in the 1890's. In 1907 the Texas legislature amended the general corporation act to provide for the creation of corporations for the purpose of guaranteeing titles to lands. Mr. Stewart was then conducting the abstract and title business in Galveston and he and his associates incorporated in 1908 under the name of the Stewart Title Guaranty Company with capital stock of \$150,000, all subscribed and paid in. The business proved a success from the beginning and two years later the company acquired the abstract and title plant of the late Commodore S. W. S. Duncan in Dallas, and also purchased the old Trinity Valley Bank building on Main Street. The company doubled its original capital stock, and later acquired plants in San Antonio and El Paso.

In 1925 the Southland Hotel property in Dallas was purchased, together with the 25-foot frontage adjoining on Main Street, the site of the company's new office building. Today the company has a total outstanding capital stock of \$1,600,250, plus a surplus of more than \$173,000.

Out of the original directorate of the Stewart Title Guaranty Company, only three are now living: Maco Stewart, president and attorney of the company; J. H. Langben, retired steamship owner; and W. C. Morris, acting vice president and secretary-treasurer. Its legal staff is composed of some of the most noted attorneys practising at the Texas bar, including George T. Burgess, chief attorney, who has been a practising member of the Texas Bar Association for 30 years, and Fred Hancock, who has been an attorney for the company for 20 years. Louis W. Turner is manager of the Dallas office, has been associated with the company for the past twelve years, is a member of the Bar and has had years of experience in the title business exclusively.

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CENTER OF EVERYTHING

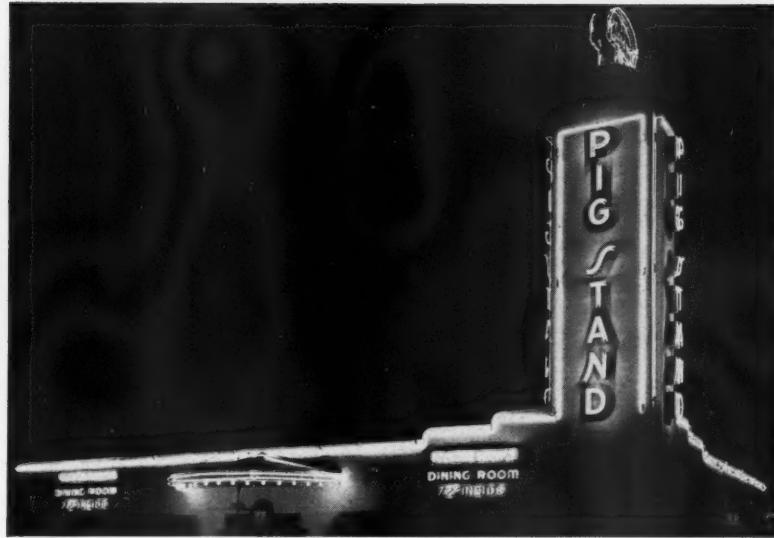
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 SPECIAL AGENT
THE EQUITABLE LIFE
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7-9468



HENRY ELY

KINNEY'S TRADING POST

(Continued from page 12)

when he named it. Corpus Christi! The words mean "Body of Christ".

But back to our city of nearly a century ago, and its leading citizen. Kinney was depressed, as he surveyed the former bustling army camp, but not for long. He organized a Chamber of Commerce—at least its counterpart. He promoted a trade extension trip into Northern Mexico, the caravan leaving Corpus Christi "twenty wagons strong". He organized the first fair to be held in these parts; issued colorful literature, extolling this area as the "Riviera of America". He brought in colonists—the McGloins, the McMullens, and others from the Emerald Isle—descendants of whom have played a potent part in the development of the empire of South Texas. An off-spring, Gilbert McGloin, is Corpus Christi's present postmaster.

Corpus Christi today bears slight resemblance to its past. A few old 'dobe buildings stand on down-town streets. Its bay is still as beautiful, but it has changed. Across its smooth surface come and go the ships of the seven seas, bringing in merchandise for distribution over South and West Texas, taking away vast stores of cotton, oil, vegetables in season—white, black and green gold.

Corpus Christi is growing faster than ever before, and it has done some right smart growing in its past. In fact, we in Corpus Christi believe it is the fastest growing city in the South. And many facts are at hand to help us prove the claim. Take today's population. But first let's glance backward to 1920. The federal census that year gave Corpus Christi 10,522. A few years after that the Congress of the United States approved the establishment of a "safe and adequate" harbor at Corpus Christi, and then things really started. When 1930 came along the city's population had grown to 27,789. The Port opening stimulated growth, and it hasn't slowed down, today's population being conservatively estimated at 55,000, a gain of approximately 100 per cent in seven brief years—seven fruitful years.

The most recent two years have been the fastest-moving in the city's history, no less than 12,000 people having moved here in that time. Oil was the magic genii this time. Before discussing the development of the oil industry in this field, let me give some more figures. Although it is said that figures never lie, but that liars figure, the ones I'm about to give are indisputable—they're taken right off the record.

Corpus Christi has 10,407 scholastics today. In 1932 there were 5,989.

Telephone connections are 100 per cent higher than they were five years ago.

In five years electrical connections in-

(Continued on page 33)



Pictures Have Pulling Power

Anyone will pause to look at a good picture, and it is this pause that leads one to investigate more closely the article advertised, just as you are now doing. Increase the pulling power of your advertising by using more pictures... it will pay you ten-fold. For 13 years the Austin Engraving Company has been making High Quality Printing Plates, at reasonable prices. Let us serve you on your next order.

Austin Engraving Company

WACO BOX 342 TEXAS

LOBAKNAMEL COMES TO DALLAS . . .

Now you can have your car refinished in Genuine Baked Enamel

4,287 CARS

Have been finished with LOBAKNAMEL by the Plaza Hotel Garage, San Antonio. In three years actual use not one car has been returned on which paint failed.

Special Introductory Price \$20 to \$35

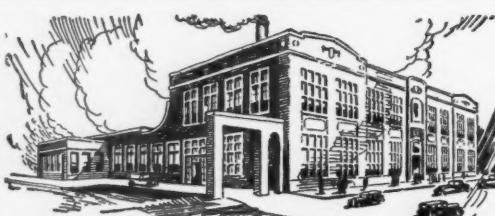
Complete Automotive Service

Specializing in Enameling and Body Work

DALLAS ENAMELING COMPANY

2650 MAIN STREET

PHONE 7-4022



Particular People
 IN DALLAS send their laundry to us. We want you to be pleased, too, with the best in service and workmanship.

Send your next order to us... A trial will convince you

Ideal Laundry & Dry Cleaning Co.

3214-24 Ross Avenue

Phone 3-2141

Christmas Lighting WINS NATIONAL RECOGNITION



Main Street during the Christmas season

NATIONAL recognition of Dallas' enterprise in holiday merchandising and Dallas' merchants co-operative street decorations for the Christmas season was given in the October issue of *Signs of the Times*, "The National Journal of Display Advertising."

Signs of the Times' article was illustrated with several photographs of the Christmas lighting decorations which Dallas merchants last year installed on Elm and Main Streets, and which will be used again this December.

The *Signs of the Times* article follows, in part:

"Business communities have discovered that by decorating their thoroughfares for the Christmas shopping season, they not only join in the spirit of the season, but they derive from such decorations a distinct commercial benefit in contributing to the festive gaiety of the occasion. A brilliant array of colorful and brightly illuminated decorations will attract trade to the streets so bedecked."

"Ways in which sign and display companies have shared in h —

"Business houses in a part of the Dallas business district last year decorated their streets in an area of 32 blocks, at a cost of \$10,000 which included electric current, decorations, and installation. The entire cost of the decorations was borne by retail merchants along Elm and Main Streets between Harwood and Austin. The concensus of opinion among the mer-

chants was that what seemed at first to be a 'decorating splurge' turned out to be the producer of the most effective Christmas 'buying urge' they had ever attempted.

"Six thousand pounds of arborvitae was one item of materials and equipment required by Outdoor Electric Advertising, Inc., of Dallas in making the spectacular electrical advertising installation. The installation consisted of decorative Christmas lighting in the form of 186 special lighting units placed on lamp posts.

"The units, of illuminated star-shaped design, were conceived by W. B. Prickett and Roger Pendergrass of the designing staff of Outdoor Electric Advertising, Inc. The stars and festoons were of real arborvitae, chemically treated to maintain a fresh appearance, and sprayed white. In each star were forty-two 25-watt red lamps and four tubular lamps, and in the festoons were eighteen 10-watt green lamps. On one side of the piece was painted a modernistic Santa and on the other was painted a Christmas tree.

"In addition to the 6,000 pounds of arborvitae, the installation required 12,000 lamps, 720 tubular lamps, six miles of wire, and the services of 37 men to make possible the completion of the installation with 14 days of the receipt of the order. W. A. "Watty" Thompson, president of Outdoor Electric Advertising, Inc., supervised the installation."

Equipment for Every Game and Every Sport

Toys for the Children, Bicycles, Skates, Air Guns for the Boy.

Athletic Goods for the Athlete.

Guns, Golf, Fishing Tackle, Kodaks, Movie Cameras for the Men.

The Ladies — If they enjoy any kind of Sport, we can equip them

CULLUM & BOREN CO.

1509-11 Elm Street

Do You Send Christmas Cards?

Have you ever wanted some that were different—the kind that your friends remember and speak about later—it takes time and thought to get that kind of a card but they are worth it.

Come up—talk it over, tell me what you like, or do. What your hobby is, or your business. We may be able to design a Christmas Card that will be so different that your friends will get as much kick out of receiving them as you will in sending. Call me when you have time!



Hugh Cargo

Top o' the Allen Building
DALLAS, TEXAS



GEO. S. WATSON T. M. WATSON
H. H. MEERS

4-2241

WATSON COMPANY
BUILDERS
Since 1889
DALLAS, TEXAS



BENCH-MADE FIFTY

One of the finest suits we've ever shown. Hand-needled by Hart Schaffner & Marx as a feature of their Golden Anniversary, this suit represents the supreme achievement of their fifty years as America's favorite quality maker. You will be especially impressed by the aristocratic character of the superfine woolens used in the tailoring of this outstanding suit.

**HART SCHAFFNER
& MARX Tailored**

\$50

Jas. K. Wilson
Dallas' Friendly Men's Store
Home of HART SCHAFFNER & MARX CLOTHES

MAIN AT FIELD

OIL MEN TALK TAXES

(Continued from page 10)
counties of Texas ad valorem taxes paid by oil producers constitutes 60 per cent of all local taxes collected.

Constant search for new sources of future oil supply in Texas has built up an underground oil reserve in the state of more than six billion barrels, upon which the state and counties expect to collect their principal source of tax revenue for many years to come.

The present handicap of excessive federal, state and local taxes stands as a practical obstacle against full development and ultimate production of these and other undiscovered oil reserves. When too great a proportion of returns is taken from taxes, stifled development results, as well as premature abandonment of producing properties.

In the face of constantly increasing taxes against Texas oil production, the industry's operating costs have shown an uninterrupted increase. Oil field equipment has advanced 10 per cent in cost over a year ago; wages have advanced 11 per cent. These items alone have largely offset an advance in oil price of 11 per cent over last year.

Official figures of the Texas oil industry show how the state and its people benefit from Texas oil development. Some of this year's principal items of cost are:

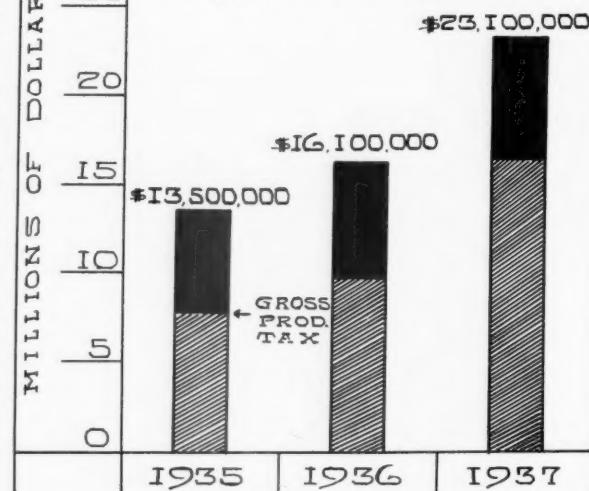
Payrolls, 185 million dollars; lease rentals, lease bonuses and royalties paid to Texas farmers and land owners, 105 million dollars; equipment and supply purchases, 150 million dollars; contract drilling and teaming, 70 million dollars; freight charges, 24 million dollars; state, county and federal taxes, 67 million dollars.

The hazards attending the development of Texas oil may be partially appreciated by the fact that this year's cost of drilling dry holes will aggregate 80 million dollars. A necessary loss entailed in the constant search for oil.

Two hundred and twenty-two of Texas' 254 counties are now being actively developed for oil and gas production.

Revenue derived from 124 oil producing counties of the state is being used in

STATE'S REVENUE FROM OIL PROD- UCTION TAXES. (CALENDAR YEARS)



the constant search for new oil fields in 95 counties at present under active exploration.

While Texas is strategically situated with relation to other oil producing states, it is nevertheless forced to meet competition from neighboring states and foreign countries.

Operating costs and taxes constitute influences of far-reaching importance in the determination of the state's future position as one of the principal suppliers of the world's oil requirements.

Properties of the Texas oil industry represent 19 per cent of the total true value of all taxable property in the state, on which this one industry pays directly 42.4 per cent of all taxes levied by the state and its local sub-divisions.

Gasoline taxes, which are paid by the motoring public, are not included in this calculation.

Analysis of producing wells in Texas oil fields, shows that 79 per cent of all wells outside of the East Texas area are high cost pumping wells which produce an average of seven barrels of oil per well daily. Forty-six per cent of these wells only produce an average of 41 barrels daily per well.

High taxes imposed upon production of pumping or stripper wells contributed greatly toward the abandonment of 1765 producing wells in 1936. In North Texas, where pumping wells are in the majority, oil operators plugged and abandoned 885 wells last year, or half of the total abandonments in the state. This figure becomes even more significant when compared with new well completions in 1936

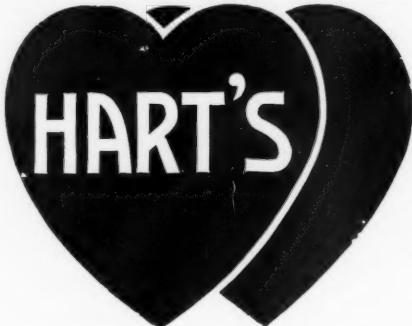
(Continued on page 36)



Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

ALLEN BUILDING

Commerce and Environs
R. R. WILSON, Bldg. Mgr. Phone 2-9296



FIRST IN DALLAS IN FURNITURE SALES

Such popularity

must be deserved

Hart Furniture Co.

Elm at Harwood

BLUE PRINTS
ROTAPRINTS
Manufacturers of
PHOTOCOPIES
SUPERSTATS
BLUE PRINT PAPER & CLOTH
JNO. J. JOHNSON
1912 N. St. Paul St., Phone 2-8067 Dallas

KINNEY'S TRADING POST

(Continued from page 30)
creased from 4,781 to 8,248—a very healthy gain.

Bank deposits in three years, in round numbers, have increased from \$8,500,000 to \$20,000,000—and that's about \$362 for every man, woman and child in the city. The city the depression forgot. You bet.

Here's something else. Building permits for 1936 totaled approximately \$4,000,000, including the immediate suburban area. That's some building for a city of 55,000 persons. And this is significant: 953 new homes were constructed last year. This year's total will exceed last year's by a substantial margin.

As I mentioned before, oil has been the big factor in the present growth. For 20 years it was believed that large oil pools underlaid this section of the state. In 1916 one of the state's first wild gas wells blew in near here. It blazed for several months, its flare being visible for 75 to 100 miles on clear nights. Its rumble rattled the windows for miles around. Before it choked itself off, the escaping gas blew out a crater big enough to drop the Adolphus Hotel of Dallas into. Exploration, wild-catting went on. Six or seven years ago oil in commercial quantities was found six miles west of the city. But the pools, especially the productive ones, were elusive. There were many dry holes, and many of the wet ones were wet with water, and not oil. But oil men are a persevering bunch of men. And their efforts were rewarded two years ago, when the Saxon Heights field, extending right up to the city's limits, was proven up.

Although there are now 14 oil fields in Nueces county, the greatest ones—four in number—bang at the city's door. They are Old and New Saxon, Saxon Deep, and Saxon Frio. The four fields, at the last tabulation we made, contained 485 wells. Not many compared to East Texas, but they space them now. The four fields are allowed to run 36,938 barrels of oil per day, a right smart amount. Nueces county is allowed about 55,000 barrels of oil per day.

Experienced oil men believe that several more fields will be found in the county, claiming that the county's possibilities as an oil producer have been little more than scratched.

Within a 125-mile radius of Corpus Christi there are 123 oil fields, their 6,183 wells producing 232,333 barrels of oil per day. In round figures they are adding \$1 for every barrel to the purchasing power of this field, and in a year's time that amounts to over \$83,000,000.

And what is Corpus Christi doing with its oil? It's refining it, and shipping it. Twenty-three pipe lines bring it here. We now have eight refineries in operation,

(Continued on Page 35)



Shellers and Packers
TEXAS SELECTED PECANS
JOHN FISHER Pecan Co.
2304 N. Griffin St. Phone 2-8873
DALLAS



RE-BUILT for YOUR OFFICE

Old springs, filling and cover replaced by new, and the cost is very little, compared with that of new furniture. Let us submit estimates.

Fakes & Co.

16 DELICIOUS FOOD PRODUCTS

- Dentler Maid Products are made with rich, high-quality ingredients. You taste the rare and unusual fineness of every bite. Keep Dentler Maid Food Products on hand to make every dish you serve a genuine delight.

**DENTLER
MAID FOOD
PRODUCTS CO.**
DALLAS

Business Earnings Insurance

Of concerns who have burned out, 43% never resume business, 17% never again furnish a financial report, 14% suffer a reduced credit rating, and only 26% remain unaffected. Protect your future business existence with Use and Occupancy Insurance.

Ask Our Agent in Your Town

REPUBLIC INSURANCE COMPANY

FIRE

DALLAS, TEXAS

ALLIED LINES



Do You Need...

WINTER HEATED AND CONDITIONED AIR.
GAS AND OIL BURNING EQUIPMENT.
FLOOR FURNACES.
CIRCULATING HEATERS.
ROOFING, GUTTER AND DRAIN PIPE.
KITCHEN AND ATTIC VENTILATORS, FANS AND HOODS.
TERMITIC METAL, SPECIAL SHEET METAL WORK.

Nothing cheap about our equipment except our price. It costs no more to have work done by mechanics who are Engineers.

WE GIVE TWENTY-FOUR-HOUR SERVICE... HOLIDAYS INCLUDED

WEATHER-MASTER ENGINEERING COMPANY

3501 Main Street

G. G. SLACK, M.E.

PHONE 7-5798

Free To Shippers In Dallas

Dallas Shippers' Guide for rating and routing of shipments by motor Common Carriers serving the City of Dallas and its Trade Territory.

Address your request to Common Carriers Motor Freight Association, Inc., 1806 Santa Fe Building, Dallas, Texas, or Telephone for your free copy, 7-3844.

Consult the Carriers Listed Below for Your SHIPPING REQUIREMENTS

EAST TEXAS MOTOR FREIGHT LINES

422 North Walton, Phone 8-4161

Daily Service to and from Dallas, Beaumont, Gladewater, Henderson, Houston, Kilgore, Tyler, Longview, Overton, Port Arthur, Shreveport, and Texarkana.

GILLETTE MOTOR TRANSPORT, Inc.

1712 Laws Street, Phone 2-7701

Daily Service, Houston to Kansas City via Dallas, Dallas to Los Angeles, via El Paso and Intermediate Points.

TRINITY MOTOR FREIGHT LINES

3201 Worth Street, Phone 8-8151

Double Daily Service between Dallas and Fort Worth. Overnight service to All Other Points. Dallas, Fort Worth, Ennis, Corsicana, Mexia.

H. & N. T. MOTOR FREIGHT LINES, Inc.

Santa Fe Building, Phone 2-7111

Fast Freight Service to Dallas, Ft. Worth, Houston, Oklahoma City, Tulsa, and Intermediate Points.

OZARK MOTOR LINES

600 Eagle Ford Road, Phone 7-8007

Direct Service Interstate — Little Rock, Benton, Malvern, Arkadelphia, Gurdon, Prescott, Hope, Fulton, Texarkana, New Boston, Clarksville, Paris, Cooper, Commerce, Greenville, Royston City, Garland, Dallas, Grapevine, Fort Worth.

DALLAS LEADS

(Continued from page 5)

enth and Houston tenth in the nation in this survey.

Sales Management also reported that of the 191 largest cities of the United States, Dallas ranked fifth in buying power per capita, with a per capita rating of \$925. Ranking above Dallas in this classification were New York City, Des Moines, Washington, D. C., and Newton, Mass. The Southwestern city ranking nearest to Dallas in per capita buying income was Tulsa, Oklahoma, in twenty-eighth place. Houston ranked forty-second, Galveston forty-ninth, and Oklahoma City fifty-third.

Dallas' own effective buying income is supplemented by the purchasing power of the densely populated area within Dallas' immediate trade territory. The total estimated population within a 100-mile radius of Dallas, for instance, exceeds the population within a similar radius of Houston by some 750,000.

The 1935 Census of Business reports showed that Dallas outranked all other cities of the Southwest in retail sales, in wholesale business and in number of manufacturers and in the total value of their output. Comparative totals from the Census of Business (1935) show Dallas's tremendous advantage.

Census of Business		
Dallas	Report	Houston
\$123,989,000	1935 retail sales	\$113,715,000
409,668,000	1935 wholesale	
	business	331,180,000
508	1935 number of	
	manufacturers	442
112,255,891	1935 value of man-	
	ufacturers' output	91,891,685
781	1935 number of man-	
	ufacturers in Dallas-	
	Tarrant industrial area	
	(1,762 square miles,	
	compared with the	
	Harris County indus-	
	trial area of 1,654	
	square miles)	
224,886,297	1935 value of man-	
	ufacturers' output (1,-	
	762-square mile Dal-	
	las-Tarrant industrial	
	area compared with	
	1,654-square mile	
	Harris County indus-	
	trial area)	222,773,471

Of the utility services in metropolitan areas, water meter connections are considered the basic index. As of September 30, Dallas had 70,695 water meters; Houston had 58,632.

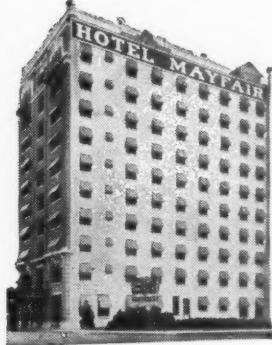
Similar comparisons were made on the totals for the first nine months of 1937 in bank clearings, bank debits and postal receipts. These figures likewise reflect Dallas' continued growth and importance:

Dallas	First Three quarters of 1937	Houston
\$2,166,636,000	Bank debits	\$1,969,495,121
1,972,806,808	Bank clearings	1,603,289,071
3,110,785	Postal receipts	1,948,163

DALLAS' NEWEST HOTEL
"Close to Everything"

\$2.00 - \$2.50
SINGLE or DOUBLE

*All Outside Rooms
With Tub or Tub and Shower*



MAYFAIR HOTEL

JACK TUCKER, Owner-Manager
Ross at St. Paul

DALLAS

KINNEY'S TRADING POST

(Continued from page 33)

with one large one under construction by the Barnsdall Oil Company. The eight plants in operation use about 60,000 barrels of crude oil per day. In addition to those making gasoline out of crude oil, there is one absorption plant producing 20,000 gallons of gasoline a day, its raw material being the gas which ordinarily escapes as oil is produced.

The Port of Corpus Christi is another startling example of the city's growth. Opened in 1926, it shipped but 98,514 tons of cargo in its first full year of operation. But last year saw 2,824,621 tons of cargo move over its docks—a gain of 2,800 per cent. If we include the Port's two other divisions, located six and twenty miles away—the figure would be trebled. Business this year is greater than ever before. All divisions in the first nine months of this year have handled over 7,000,000 tons of cargo. Naturally the Port's warehouse facilities have grown with the mounting business. Four sheds in 1926; there are nine today, with an open dock, and a shedded dock under construction. And by the way, the costs will be cared for out of the Port's earnings. Four years ago the Navigation Commission built a two-mile industrial canal with borrowed money. The entire debt was paid off thirteen years before it was due—sort of a pay-as-you-go enterprise.

We have great faith in the industrial possibilities of the city. As is known, a \$7,000,000 alkali plant was opened here in October, 1934. It has been in continuous operation ever since. Alkalies are used in hundreds of manufacturing processes. Southwestern manufacturers now have a plentiful home supply. Before the Corpus Christi plant was opened—and by the way, it was the South's pioneer—they bought their alkalies in the North, paying the high freight rates such bulky materials involved. With a close-to-home supply they are placed in a better competitive position. One South Texas gas manufacturer, as an example, saves \$15 on every ton of alkali used.

Soon salt and chlorines will be manufactured. A market for salt exists in West Texas. The production of a pound of wool requires a pound of salt. With salt available here, Port authorities feel that more West Texas wool will move to Eastern coastwise markets via Corpus Christi.

Some day we'll have meat packing plants in Corpus Christi. The state's three largest cattle counties—Webb, Kenedy and Victoria are within 100 miles of the city. We have the cattle—but more important than that—we have the freight rates. Corpus Christi can ship dressed meat to New York for \$1 per cwt., refrigerated. The cost from Fort Worth, the state's principal packing center, is

(Continued on Page 36)

**Wherever
You Go in
Texas**

**ABILENE
DALLAS**

**EL PASO
LONGVIEW**

**LUBBOCK
PLAINVIEW**

**Look
For a**

**HILTON
HOTEL**



**\$2 - \$2.50 - \$3
Never Higher**



Rail and water transportation meet on the wharves of the Port of Beaumont.

New improvements costing \$30,000.00 . . . Facilities for ocean-going traffic from barge lines through the intracoastal canal. Thirty-four-foot Channel to the Sea. A land locked harbor, ample warehousing and modern cargo handling equipment, with connections to railways, highways, seaways and inland waterways make Beaumont your ideal Port.

THE PORT COMMISSION BEAUMONT, TEXAS

R. T. BEHANNON, *Southwestern Rep.*
915 COTTON EXCHANGE 2-7917
DALLAS, TEXAS

O. L. Caywood, *Port Director*, Beaumont, Texas

Treat your clothes to the best.
See, feel, smell the difference. Let
us keep your nice things looking
nice.

**The
PROGRESS**

DALLAS - WACO

Telephone 8-8181 Telephone 1300

D. P. WALLACE, President and
General Manager

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

Great National Life Building

Phone 7-9349 Dallas

Alex D. Hudson James S. Hudson

OIL MEN TALK TAXES

(Continued from page 10)

which totaled 950 in that particular area.

Production costs of pumping or stripper wells must be considered in any program involving increased taxes and ability to pay them.

The average cost of pumping wells per barrel in Texas today is between \$1.02 and \$1.10 against an average posted price for crude of \$1.20 and an average production of from 4 to 10.9 barrels of oil per well daily.

Other reports were made to the convention by George C. Gibbons, executive vice-president of the association; Paul W. Pitzer, chairman of the theft prevention committee; John P. Morgan, chairman of the tax men's committee; Guy L. Tate, chairman of the committee on simplification of railroad commission forms; Raymond Myers, chairman of the committee on Social Security. R. S. McFarland was chairman of the nominating committee. Presentations of distinguished service awards were made by Charles F. Roeser and Joe S. Birdwell.

the new Wesson pool of Gaines County has just received a pipe line outlet from the Humble. Fisher County, which has held attention for the past few months, is apparently being rapidly defined, and does not indicate the size pool which its operators have hoped for.

Interest still continues strong among midcontinent operators in the Illinois area. Lack of any startling producers, however, indicates that this sector is not likely to prove the threat to the stability of the industry which was feared at first. Nearness of the Middle Western markets naturally is fostering development of the district, but midcontinent leaders do not see a major threat to the present oil producing regions from the Illinois development. As a speaker at the recent meeting of the American Association of Petroleum Geologists pointed out, small wells are being brought in offsetting larger producers, and this spotty condition goes along with the prospects of a rapid decline occurring in production. Flowing life of the wells is predicted as short, so this cloud on the oil horizon is not likely to grow much larger.

The past month was one of oil meetings—with the Independent Petroleum Association of America holding session in Houston, where the Oil-World Exposition drew 150,000 visitors. Dallas, itself, was host to the Mid-Continent Oil and Gas Association, Texas Division, at its 1937 session the last of October, after which the American Petroleum Institute meeting at Chicago wound up the oil gatherings for the fall.

The industry is hoping that things will be quiet for the next few months. Its leaders would like for the government to forget about them for a time—both in grand jury actions and in taxes—and look forward to a strengthened demand after the cold months are over.

KINNEY'S TRADING POST

(Continued from Page 35)

\$1.41 per cwt., and the cost of refrigeration is extra. Fine feeds are grown in this area. Properly mixed with other materials, principally cotton seed meal or cake, the feed produces beef with a fine texture, and a splendid flavor. Too, it costs little to concentrate cattle here—only about 16 cents per cwt., from a large area. That's less than half what it costs to ship to Fort Worth. Brought here there would be slight shrinkage, and hardly any bruising, both important items.

One could go on and on telling of Corpus Christi's past, its present and its future. We're proud of our growth, brag about it, but we have a right to. There's the weather, but why bring that up? Don't forget that new slogan, though: "The city the depression forgot."

25c ASHBURN'S 25c DALLAS MAP



DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1875)

E. D. Balcom Gus K. Weatherred
2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line
Lone Star Package Car Co.
Allied Van Lines, Inc.
Phone 2-7111

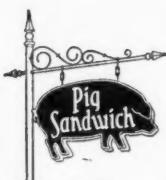
FULLY-PAID INVESTMENT CERTIFICATES ISSUED \$100 to \$5,000

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

METROPOLITAN BUILDING & LOAN ASSOCIATION

1400 MAIN STREET



Drive in at the
Sign of the Pig
Reasonable Prices
Excellent Service
Delicious Foods
Convenient Locations
PIG STANDS, Inc.

COMPLETE SIGN SERVICE
Shop Cards • Commercial Decorating • Store
Fronts • Display • Silk Process • Truck
Lettering • Gold Leaf • Bulletins • Pictorial
NEON
SCHELL SIGN STUDIOS
132 N. Marsalis Phone 6-0094



ON TERMITE DAMAGE


There's absolutely no need to risk your money on termite damage. Yet that is what you are doing if you haven't had a Terminix Inspector examine your property and tell you for certain whether or not it is being attacked by termites. It is a still greater gamble—an almost certain loss—if you know that termites are in your property but don't take steps to stop their damage which costs \$50,000.00 annually. Terminix Service (guaranteed and insured for 5 years) has been used to protect thousands of structures throughout the country.

... Free Inspection ...

Phone us and a trained Terminix Inspector will make a thorough investigation of your property for termites—without cost or obligation.

TERMINIX INSULATION CORPORATION

Dallas 1108 North Carroll Telephone 8-3419

INSURED TERMITE INSULATION



Mushrooms fresh daily from our own gardens. Served daily where the finest foods are prepared. Your food dealer will supply you. Get a can today.

DALLAS MUSHROOM PACKING CO.
5-3781 Dallas

AN ANCIENT ART

(Continued from Page 25)

application, brushing and firing. Single colors are generally made by applying three coats of enamel, one ground coat and two finish coats.

Because of the number of operations and details involved in the manufacture of porcelain enamel ware, expert supervision, careful control of operations, and modern equipment are highly essential for fine quality porcelain.

Texlite Inc., has just recently installed one of the largest porcelain box type furnaces in the world. Inside dimensions of the firing chamber are 14 feet in length, 5 feet in width, and 7 feet in height. All of the most modern design and construction features have been incorporated. The firing chamber, which must be maintained at a bright red temperature of 1600 F., is heated by the new radiant tube system. Natural gas is burned inside special alloy tubes instead of between thin refractory muffle walls in the usual muffle furnace. Nine separate alloy tubes in the shape of a long U are built in the bottom and along each sidewall. A long, luminous flame is secured by specially designed burners which fire into one leg of each tube. The other legs of each tube are connected with the exhaust fan. Since the tubes are always maintained under suction there is no possibility of the products of combustion leaking into the firing chamber and scumming the enamel finish. Freedom from forced shutdown is assured by the possibility of operating the furnace with a broken tube without ill effects until such time that the tube can be repaired.

Automatic temperature control is obtained with a Brown Recording Controller which operates a Minneapolis-Honeywell control valve in the gas line. The latest safety devices are installed so that in event of either electric power failure or temporary gas failure the furnace is automatically shut off.

The large door is raised and lowered by a Robbins & Meyers electric hoist operated from a push button station located conveniently near the charging fork.

The principal advantages of the new radiant tube type furnace over the muffle type furnace are the freedom from gas in the porcelain burning chamber, faster control of temperature, freedom from unforeseen shutdown and more rapid heating or cooling of the furnace.

Tubes and burners for the furnace were manufactured by Surface Combustion Corp. of Toledo, Ohio and the furni-

(Continued on page 39)



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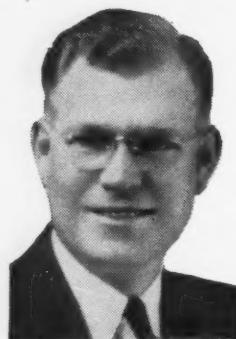
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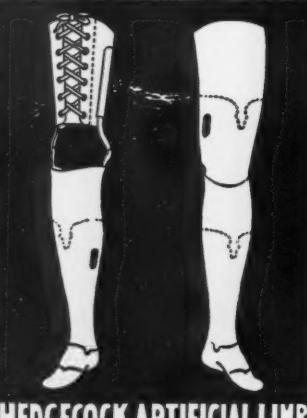
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Silversmithing Firm Moves To New Plant



F. E. Lane

The Dallas Silversmithing Co. has occupied its new plant at 914 College Avenue, with new equipment installed to care for increasing business, according to F. E. Lane, owner and manager. The plant has 4,500 square feet of floor space. The firm has 14 employees. Founded 26 years ago, it has been engaged in this line of business for the past 12 years. It does all types of plating—silver, nickel, brass and copper, Udylite and chromium, galvanizing, retinting and rust-proofing. The company has distribution throughout the Southwest, and has filled orders from points as distant as the Hawaiian Islands.

Fisher Pecan Co. Opens Dallas Plant

The John Fisher Pecan Co. has opened its new shelling plant at 2304 Griffin Street, Dallas. The plant is housed in a building containing 15,000 square feet of floor space, and with railroad siding facilities for handling carloads and less than carloads of shelling stock. Modern cracking-picking machinery has been installed.

All hand-grading, inspecting and other processes are handled under the most careful and sanitary conditions, according to I. J. Fisher, president of the company. Mr. Fisher was formerly associated with the South Georgia Pecan Co., from which he recently withdrew his interests to form the Dallas company.

Progress Laundry Co. Reports Good Trade

The current year has been one of the most successful in the history of the Progress Laundry and Dry Cleaning Co., according to D. P. Wallace, president of the company and general manager of both its Dallas and Waco plants.

“Both the Dallas and Waco plants have had the largest volume of business in their history this year,” Mr. Wallace said. The company was organized in Waco in 1911, and the Waco plant last year celebrated its twenty-fifth anniversary. Both the Dallas and Waco branches of the company have complete and modern equipment. F. Z. Zug is manager of the Waco plant and Carl C. Peter is in charge of the Dallas plant.



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AN ANCIENT ART

(Continued from page 37)

ace itself was constructed by Ferro Enamel Corp. of Cleveland, Ohio.

The complete porcelain equipment at the Texlite plant includes a pickling building separated from the main building to eliminate acid fumes. Five large wood tanks 3 1/2' wide x 11' long x 5' deep are used for pickling and rinsing the metal shapes. A 50 HP boiler is used to heat the solution.

For metal fabrication the equipment consists of power brakes for bending corners in sheet iron, uni-shears for intricate cutouts and shapes, presses and dies for stampings, rolls for shaping the metal, and both spot welding and acetylene welding equipment for joining parts into complete shapes.

Four ball mills are used in milling the enamel. One is used entirely for ground coat enamel, one entirely for white enamel, and two for various colored enamels. This arrangement insures against contamination of one type enamel with another.

The brushing room, completely enclosed and equipped with tables for catching enamel dust is located centrally near the furnaces and spray booths. One dip tank for ground coat enamel and spray booths for white and colored enamels are used for applying the enamel. The new radiant tube furnace and a 5' x 12' muffle type furnace compose the firing equipment. Plans are now tentative for immediate rebuilding the muffle furnace into a radiant tube furnace.

The plant building contains 41,000 square feet of floor space and is located on 2 1/2 acres of property, which provides plenty of space for future expansion.

Texlite maintains its own staff of designers and artists for working out complete and unusual designs of all types so that from the standpoint of personnel and equipment there is no more complete plant in the country.

Because of the active interest and tremendous possibilities in porcelain enamel shown in the past few years all over the nation it is felt that this industry will continue to grow rapidly. And by the same token, there is every reason to believe that Dallas will continue to keep her place in the new industry.

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